

THE NATIONAL PROVISIONER

NOVEMBER 19, 1932

7TH TIER

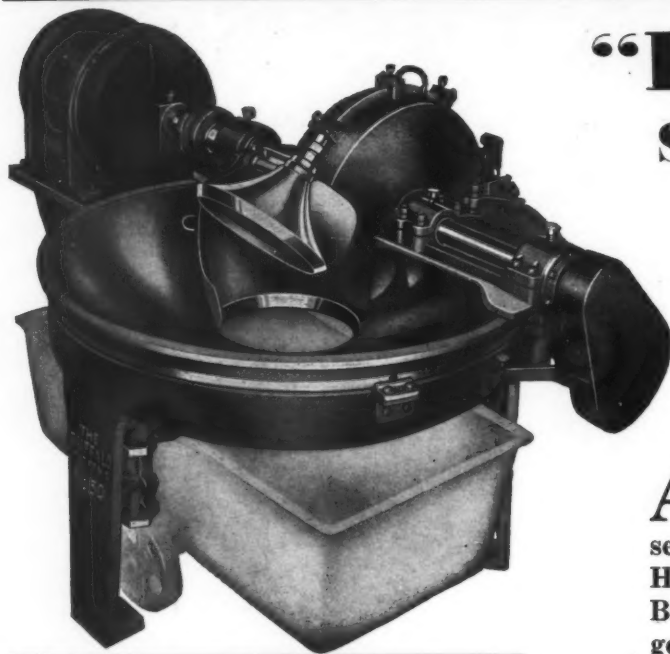
The Magazine of the Meat Packing and Allied Industries

CONVENTION
NUMBER

1 2 3 2

ANALYSIS
ADVENTURE
ADVANCEMENT





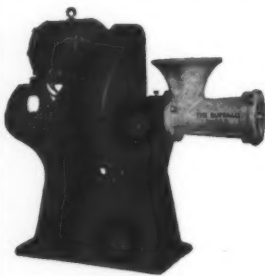
"BUFFALO"

Self-Emptying SILENT CUTTER

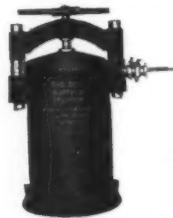
*Cuts a batch of meat FINE in
5½ to 9 minutes*

AUTOMATICALLY empties the meat COMPLETELY in less than 20 seconds, without the use of HUMAN HANDS or MOVABLE PARTS in the BOWL. Meets all the requirements of government inspection.

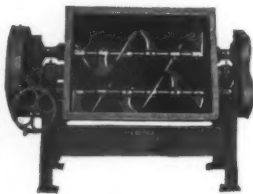
The complete "BUFFALO" Line includes:



"BUFFALO" Meat Grinder



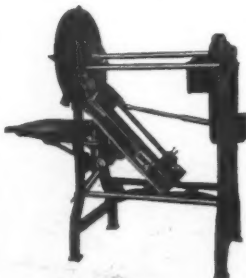
"BUFFALO" Air Stuffer



"BUFFALO" Mixer



SCHONLAND Patented Casing Puller



TRUNZ—"BUFFALO" Bias Bacon Slicer



The New "BUFFALO" Fat Cutter

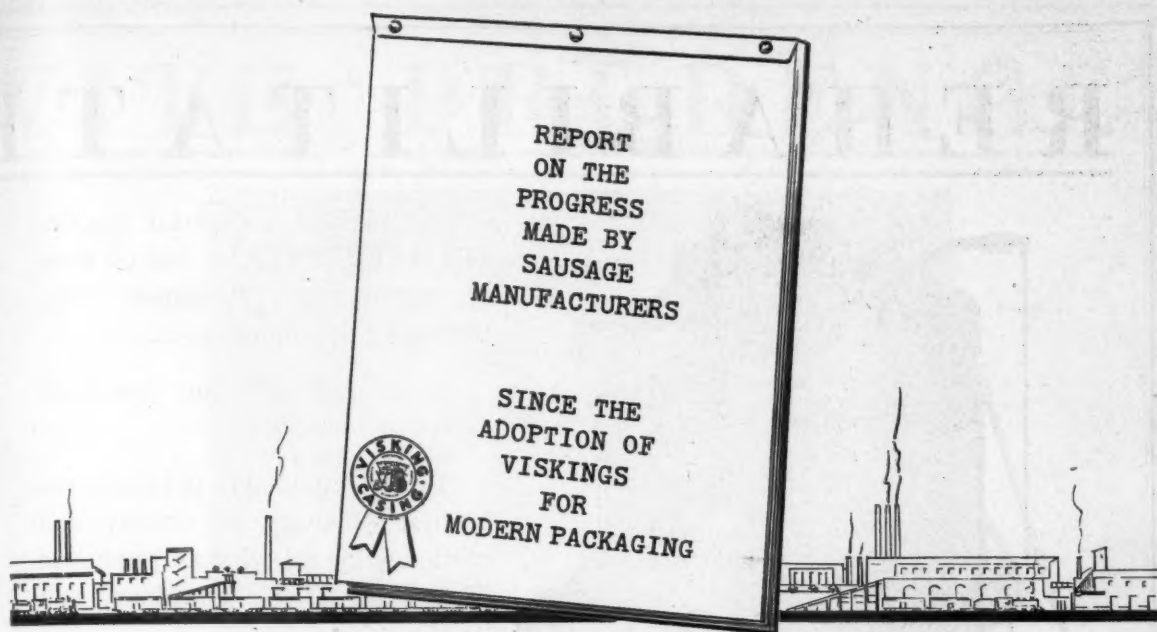
Some of the Prominent Firms Already Using this Cutter:

Richter's Food Products, Inc. (2).....Chicago, Ill.
Fuhrman & Forster.....Chicago, Ill.
Albert F. Goetze, Inc.....Baltimore, Md.
First National Stores, Inc.....Boston, Mass.
Essem Packing Co., Inc.....Lawrence, Mass.
Taylor Packing Co.....Pleasantville, N. J.
S. R. Gerber.....Buffalo, N. Y.
Hygrade Food Products Corp.....Buffalo, N. Y.
National Kosher Meat Products Corp., New York, N. Y.
Max Trunz, Inc.....New York, N. Y.
The Chas. Sucher Packing Co.....Dayton, Ohio
Providence Commission Co.....Providence, R. I.

*If you want to IMPROVE the QUALITY of
your SAUSAGE and REDUCE your COSTS,
INVESTIGATE this new machine!*

JOHN E. SMITH'S SONS CO.
Buffalo, N. Y., U.S.A.

Chicago Office: 4201 S. Halsted Street



Greetings to the Institute of American Meat Packers

Important business activity in the sausage division of the meat packing industry has been increasingly stimulated by the modern form of packaging sausages. All have felt the need of suitable, sanitary packing for sausages—one which would not change the form of the product, yet allow for trade mark identification, protection against spoilage and retain original fresh flavor, permit the consumer a clear vision of the quality and yet not increase the labor and cost of production.

Visking Casings answer these needs efficiently and thoroughly. The acceptance of Visking-cased sausages by the consuming public and dealer greatly exceeded all former seasonal expectations. Now 1,800 manufacturers of sausage are steadily building their sausage sales thru this more appealing form of trade-marked casing.

Many progressive packers were quick to add Cottage Butts and Canadian Bacon to their Visking-cased products and are enthusiastic in their reports, some even stating a 300% to 600% increase in business. The sausage division is now in full swing with other progressive departments featuring packaged food products. *Trade-mark your sausage in Viskings!*

THE VISKING CORPORATION

4311 SOUTH JUSTINE ST.

UNION STOCK YARDS

CHICAGO

Canadian Representative:

C. A. Pemberton & Co., Ltd.
189 Church Street,
Toronto, Canada

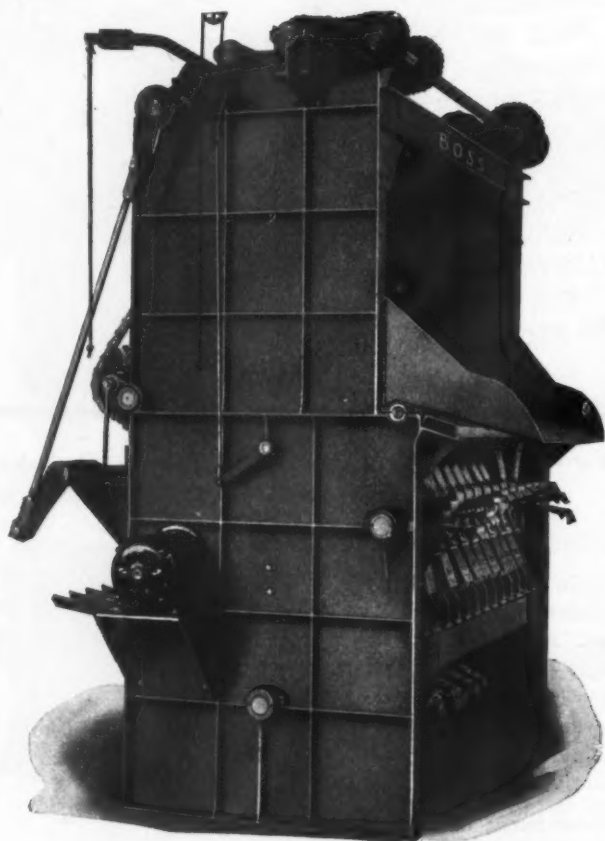
Representatives for Great Britain:

John Crampton & Co., Ltd.
31 Princess St., Cornbrook
Manchester, S. W., England

Representatives for France
and Belgium:

Fabre et Cie
33 Rue de la Halle-Coq,
Aubervilliers, Seine, France

REHABILITATE



The "BOSS" Syphon Scalding Tub Circulator and Hog Ducking Device, shown to the right, were another drawing card and aroused much interest.

This equipment, altho new on the market, has been thoroly tried and proved. Here again correctness of design is manifested.

Now is the time to take advantage of the low hog prices. You cannot enjoy the full extent of this opportunity if you are trying to pull thru with obsolete equipment.

Consult us for
most practical
Layouts

The Cincinnati Butchers' Supply Corporation

3907-11 S. Halsted St.,
Chicago, Illinois

Mfr. "BOSS" Machines for Killing,
Sausage Making, Rendering

1972-2008 Central Ave.,
Cincinnati, Ohio

The present industrial slogan: "REHABILITATE" is indeed timely, but without "Prudence" there will be no permanent gain.

Design and efficiency are team mates of Prudence.

"BOSS" Equipment is built to the highest standard of quality and efficiency by experienced producers of Packing House Machinery and Appliances.

For the past several weeks we have been announcing new additions to the "BOSS" Family.

At our exhibit during the Packers' Convention our new No. 120 "BOSS" Dehairer, shown to the left, attracted much attention.



WITH PRUDENCE



"BOSS" Jumbo U Two-Way Dehairer—Entrance End

Necessity, the mother of invention, and Simplicity, the result of experience, are fully shown in the construction of these modern efficient units.

We refer with pride to the more than 700 users of "BOSS" Dehairers and without presumption refer to the introduction of the use of short belt scrapers and the two-way feature of cleaning hogs.

We number among the users of our "BOSS" Equipment the leaders in the industry as well as the smaller operators thruout the world.

In addition to hog killing outfits for all capacities we manufacture complete Beef Killing Equipment, Sausage Making Equipment, Cutting Room Equipment and Prime Dry Rendering Equipment.

USE THE "BOSS" AND SAVE THE LOSS

The Cincinnati Butchers' Supply Corporation

3907-11 S. Halsted St.,
Chicago, Illinois

Mfr. "BOSS" Machines for Killing,
Sausage Making, Rendering

1972-2008 Central Ave.,
Cincinnati, Ohio

*Replace your old
timers with New
"BOSS" Machines*

MAJORITY

By their purchases of our stockinette, the majority of packers have supported our contention that there is a difference in stockinette products and stockinette service.

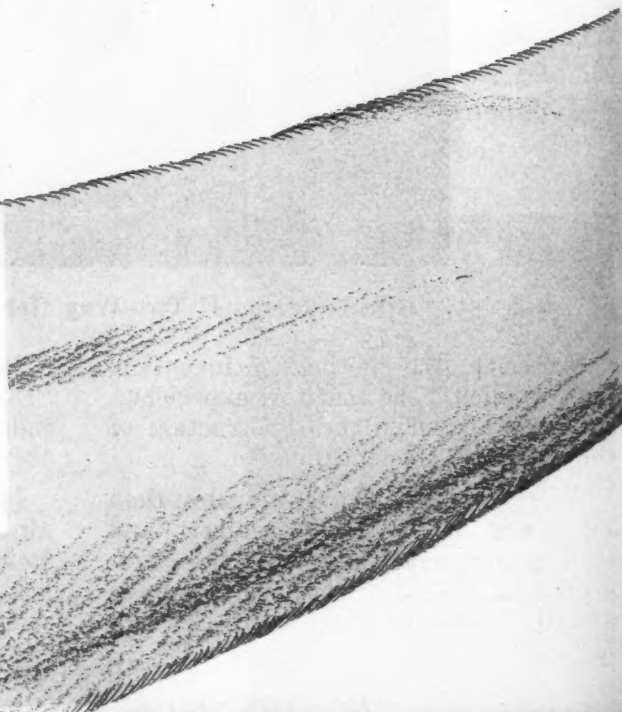
They have recognized the advantages resulting from Quality Control, one example being the absolute uniformity of our bag lengths, cut and sewed automatically — a process exclusively ours.

We are thereby encouraged to continue to maintain the most complete line of *PRACTICAL* packing house stockinette in existence.

Here at your Annual Convention we thank you, members of the I. A. M. P. and all other packers, for your past patronage and pledge our utmost efforts to serve you satisfactorily in the future.

QUALITY CONTROL

Every operation in the production of our stockinette is carefully supervised by our Quality-Control plan. All operations are fully automatic wherever possible, thus eliminating the variations of human control. Continuous production methods result in every Stockinette Bag being as much alike as two machine screws or two automobiles of the same make. This is a tremendous advance in the manufacture of Stockinette Bags—its practical results are perfect fit, exact lengths, and positive assurance of the packer getting *just exactly* what he orders.

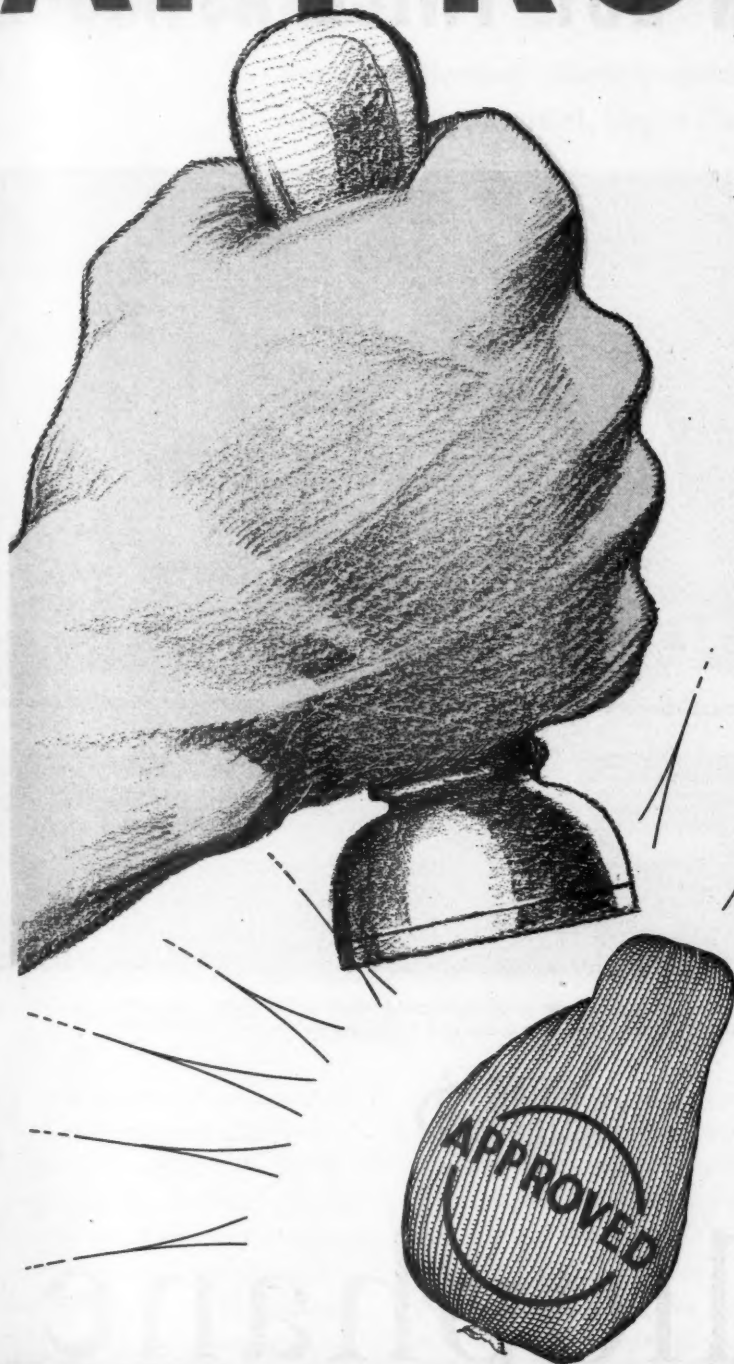


FRED C.

222 W. Adams Street

Selling Agent: THE ADLER COMPANY Cincinnati

APPROVED



COMPLETE STOCKS

*Insure Immediate
Delivery of Bags for*

Ham — Cali — Butt —
Ham Boiling — Frank
— Pig — Bacon Slab —
Pork Loin — Beef Hind
— Beef Fore — Rib —
Chuck — Full Loin —
Short Loin — Round —
Whole Lamb — Sheep
— Veal Hind — Veal
Fore — Full Calf —
Freezer Box Liner —
Barrel or Tierce Liner
— Tubing in Rolls —
Cattle Wipe — Butt and
Ham Tubing in Rolls —
Butt String — Tubing
for Quick Frozen Cuts

**SEND FOR
SAMPLES!**

CAHN Inc.

Chicago, Illinois

The World's Largest Knitters of Stockinette Fabrics

"WOMEN BUY TWICE AS MUCH



Easy to see . . . easy to handle . . . easier to sell are Kingan products in Cellophane. This sales-making display is in Alfred's Meat Market, up-to-date store in Philadelphia's suburb, Upper Darby.



Cellophane

MADE ONLY BY DU PONT

Cellophane is the registered trade-mark of the Du Pont Cellophane Co., Inc., to designate its cellulose films. In Canada the trade-mark Cellophane identifies the same products manufactured exclusively by Canadian Industries Limited.

BACON WHEN IT'S IN CELLOPHANE"

declares Herman Borten, manager of
Alfred's Meat Market, Upper Darby, Pa.



All in Cellophane ready for instant sales—products of the Kingan Company.
Indianapolis, Ind.

"OUR SALES of sliced bacon go up every time we display it in Cellophane," said Mr. Borten in a recent interview. "I think I am conservative when I say that Cellophane has helped to double sales. We noticed an increase on pork tasties, too, as soon as they were Cellophane wrapped."

"Just let us sell a product in Cellophane and then happen to display it a few days later without the wrap. Women remind us that they previously bought the item in Cellophane and like it better that way."

"After all, women *should* prefer Cellophane. It shows the quality of the meat. It makes the packer's trademark perfectly visible. It assures a clean product that has not been touched by anyone or anything."

Nation-wide preference for Cellophane wrapped products is shown further in scores of actual retail store sales tests. A folder, "Proof," tells about some of them. Get your copy by writing to the Du Pont Cellophane Company, Inc., Empire State Building, New York City.

R. S. SINCLAIR,
Pres. of Kingan & Co.,
says about Cellophane:

"Cellophane is used in some ten or twelve products manufactured by Kingan & Co. The appearance and appetite appeal are greatly enhanced by the use of Cellophane. The product is well protected and kept clean, while at the same time, owing to the transparency of Cellophane, the consumer is able to see what she is buying. The use of Cellophane is often an aid to increased distribution and better merchandising."

THE BETTER THE JOCKEY

The Finer the Seasoning the Greater Your Chance for Building SALES!

The finest, fastest horse on the track won't win unless it is properly ridden — just as the finest sausage, made with the best of materials and prepared with the utmost care, won't win sales unless the flavor is right!

Use H. J. Mayer Special Sausage Seasonings to add the zestful, appetizing flavor and superior quality that guarantee maximum sales and profits. The added impetus to sales that Mayer Seasonings assure will give your product a definite competitive advantage — an advantage that evidences itself in increased sales.

The false economy of buying seasonings by price alone can easily be proved — figure the seasoning cost per pound of sausage! The actual difference between H. J. Mayer Special Sausage Seasonings and the lowest prices quoted is only 1/14c per pound of sausage — only \$00.000714!

Lower barrel costs are sometimes cleverly stressed to distract attention from the all-important subject of RESULTS. Mayer Special Sausage Seasonings guarantee RESULTS — BETTER PRODUCT, FINER FLAVOR, and INCREASED SALES. And when you figure the seasoning cost per pound you'll find that the difference is entirely too small to justify using anything but the BEST — MAYER SEASONINGS. Write for details!

MAYER CAN SERVE YOU!

The principals of the Mayer Organization are sausage making and curing *experts* — experts who have spent years gaining thorough knowledge and practical experience in building sales and profits.

The benefit of their constructive advice is available to *you* — no matter what your problem. Whether it is adding new zest to an old product or solving difficult problems involving practice or formulas, "the Man Who Knows" can help you!

There is a Mayer product that exactly meets your requirements. Without obligation, helpful suggestions showing how your sausage can be improved in quality and flavor or how real efficiency in curing operations can be attained through the use of Mayer products will gladly be submitted. Write!

H. J. MAYER

6819-27 S. Ashland Ave., Chicago, Illinois

H. J. MAYER SPECIAL SAUSAGE SEASONING

THE Surer THE RACE



NEVERFAIL THE PERFECT CURE

Scientifically blended and compounded for perfect results, NEVERFAIL is always uniform, positive in action, economical and convenient to use and sales producing.

NEVERFAIL assures perfect, uniform quality in cured meats—quality that is essential to assure profits and build sales volume. Perfect cures are attained in shorter time, at less overhead and labor costs. Turnover, sales and profits are immediately increased when NEVERFAIL is used for curing operations.

Together with these definite advantages, NEVERFAIL is low in price. The difference in curing cost per pound between NEVERFAIL and the lowest priced, un-

known, inferior, unreliable curing material on the market is only 3/20c per pound—only \$00.0015. This difference is *entirely* too small to justify experimenting with unsatisfactory curing materials—too minute to jeopardize the reputation of your product.

Use NEVERFAIL exclusively for all curing requirements. It develops the binder of your meat to the utmost, gives a rich appetizing flavor to your product and an inviting color that defies imitation. Remember—you can't fail with NEVERFAIL! Write for details.

Makers of the genuine H. J. Mayer, Special Frankfurter, Bologna, Pork Sausage (with and without sage), Braunschweiger Liver, Summer (Mettwurst), Chili Con Carne, Rouladen Delicatessen and Wonder Pork Sausage Seasonings.

Beware of products bearing similar names—only H. J. Mayer makes the genuine H. J. Mayer products listed.

E & SONS CO.

Canadian Plant—Windsor, Ontario

NEVERFAIL

There are
three things a closure
should do * Anchor Amerseal
does them all perfectly



ANCHOR
CLOSURES
GLORIFY
& PROTECT
YOUR
PRODUCT

REMOVES EASILY

The few points at which the lugs of the Anchor Amerseal Cap grip the container finish, plus the fact that such contact is on the under side of the glass threads, is the answer to its easy removal under even adverse conditions. This unique construction permits even a moderate force to loosen the cap. Syrups or products that are inclined to cake or gum up the container top have no effect on the ease of removing an Anchor Amerseal. Just a simple, easy quarter-turn removes or reseals it.

LOOKS ATTRACTIVE

It is a substantial neater appearing cap, this Anchor Amerseal, a credit to a quality product. It looks the part of a well made, businesslike closure, with its attractive knurling and cleanly rolled wire edges. Supplied in the standard gold lacquer finish or in a variety of colors. May also be coated or specially lithographed in order to lend added sales appeal to the package.

Anchor Cap & Closure Corporation.
Long Island City, N. Y.
Toronto, Ontario
Branches in all Principal Cities

SEALS EFFECTIVELY

Sturdy, evenly spaced lugs draw the cap down snugly and uniformly around the entire 360° of the top of the container finish. The scientific design of the lugs insures a positive, non-slipping grip so that caps will not loosen or back off. Even oily products have no chance to ooze out, nor highly volatile products to evaporate. This is just as true in re-sealing, where an airtight, leak-proof seal is equally as important and as influencing on consumers' opinions.

ANCHOR IS CLOSURE HEADQUARTERS

Win ADDED customer confidence with this KNOWN-to-be-perfect wrapping sheet . . .

Housewives everywhere use—housewives everywhere read about—Patapar. It's today the most famous and the most widely employed of all wrapping sheets used to protect food flavors and food freshness, both in cooking and in household refrigerator storage.

When, therefore, you wrap your food product in Paterson Genuine Vegetable Parchment (the commercial form of Patapar) you gain added customer confidence in your product. For most shoppers nowadays *know* that Paterson Genuine Vegetable Parchment is *insoluble, grease-proof, odorless and tasteless*. They know that it *keeps in* the original flavor and freshness—and gives absolute protection against any outside contamination.

We invite you to try out some sample working sheets—sent on request without obligating you in any way, together with quotations on the weights and quantities in which you may be interested. **Paterson Parchment Paper Company, Passaic, New Jersey. Sales Branches: Chicago, Ill. — San Francisco, Cal.**



Hundreds of leading brands of packaged foods now carry this Key mark on their wrapper. This nationally advertised symbol of wrapper protection comes in two sizes . . . $\frac{3}{8}$ inch or 1 inch high. It will be included anywhere on your printed wrappers, at no extra cost. It is a simple, effective way of telling your customers that your product is carefully protected.

PATERSON *Genuine* VEGETABLE PARCHMENT

Commercial Patapar

The Insoluble, Grease-proof Wrapper for Quality Products

A PERFECT COMBINATION FOR CUTTING PACKAGING COSTS

*These Peters Packaging
Machines Make Two Hands
Do the Work of Twelve!*

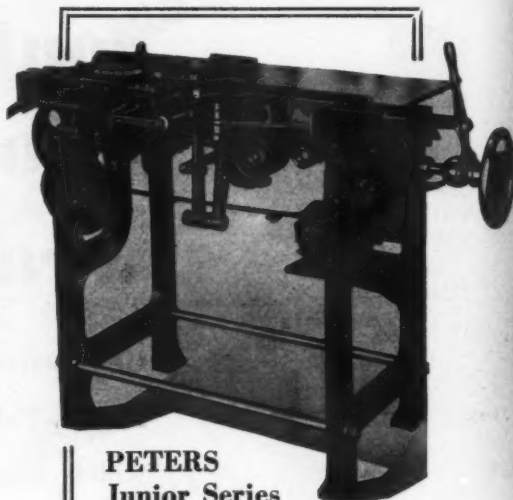
Six girls, working by hand at top speed, couldn't *begin* to equal the production of a single operator with these two speedy PETERS, Jr. packaging machines. Speedy, sturdy, strong, highly efficient and adjustable to a wide range of sizes, they perform as efficiently as large, complicated machines—yet they require only a small initial investment.

In plants with a daily capacity of 1,700 one-pound cartons per day, labor savings over hand labor will alone pay the original costs in three to four months!

The PETERS, Jr. forms and lines cartons at the rate of 35 to 40 per minute. It requires but one operator. Adjustable to a wide range of sizes—multiple groups of machines not required.

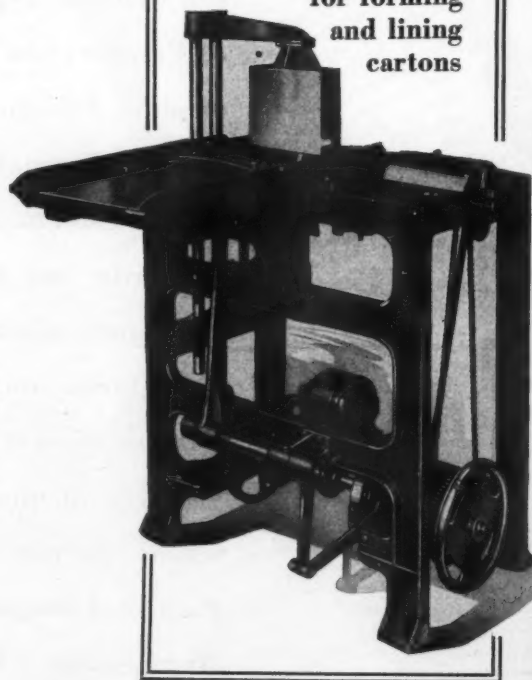
The PETERS Junior Series Carton Folding and Closing Machine, working in conjunction with the PETERS, Jr., is fully automatic. Requires no operators! Has average production of 35 to 40 cartons per minute—saves the labor of two girls working by hand.

Priced at about one-third the cost of standard models, these PETERS Junior Series Machines *pay for themselves* in labor savings in short order! The economies they offer will then contribute substantially to profits. *Write for details.*

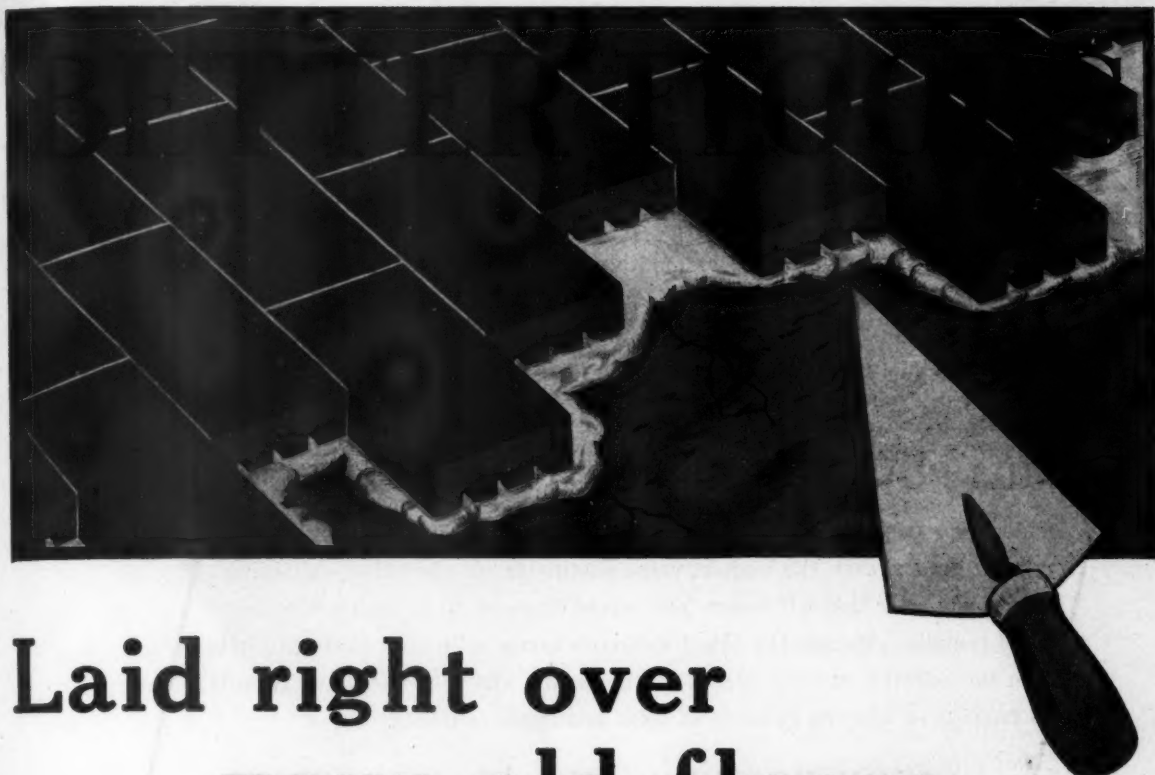


**PETERS
Junior Series
Carton Folding
and Closing Machine**

**THE PETERS, Jr.
for forming
and lining
cartons**



PETERS MACHINERY CO.
4700 Ravenswood Ave. Chicago, Illinois



Laid right over
your old floors

DREHMANN FLOOR BRICK

You needn't disrupt the operations of a department or tie up production for long periods of time in installing DREHMANN Floor Brick, the BETTER FLOOR. It can be placed right over your old floor surface with fine results. This is a real economy and appeals to meat packers, sausage manufacturers and renderers who need BETTER FLOORS and plant facilities at the same time.

As specialists in BETTER FLOORS for packing plants, we can furnish DREHMANN Floor Brick; or preferably, take personal charge of all the work and installation to provide a *guaranteed* job. Send today for booklet "Better Floors."

DREHMANN PAVING & CONSTRUCTION CO.

508 Glenwood Avenue
PHILADELPHIA PENNSYLVANIA
55 West 42nd St., New York



RELY ON GENTRY'S the whole year 'round

For a reliable source of supply twelve months in the year, you can count definitely on Gentry's. We put up huge quantities of all our standard items every autumn — ample stocks so that our customers can always be taken care of. Once you get your formulas set to use a Gentry seasoning, you will never have to change it.

CHILI POWDER and GROUND CHILI PEPPER

Made from carefully selected Mexican chili peppers and packed in five regular grades, each the highest value obtainable for the price, combining flavor and color that will assure you repeat business on your chili con carne and tamales. We are the oldest exclusive manufacturer of these products in the country, and our blends are nationally known for their uniformity, fineness of texture, richness of color and absolute purity.

ONION POWDER and GARLIC POWDER

This year we are able to offer a distinctly better quality in these two necessities for the sausage maker — lighter color, stronger flavor, more uniform texture. And because of our improved equipment and large scale manufacturing methods we have made these two products available to our customers at prices never before dreamed of. There is now no excuse for the sausage maker to use raw onions and garlic with all their attendant trouble, handling, muss and uncertainty.

OTHER SPICES FOR SAUSAGE MAKERS AND MANUFACTURERS OF CHILI CON CARNE

Cumino Seed and Oregano, whole and ground; Paprika, the best grade obtainable from the Spanish market; Korean Red Chili Pepper, a specialty that will improve the flavor and color of your sausage; 1932 crop Mexican Chili Pods.

Complete stocks available throughout the year.

*Prices, samples and recipes for use gladly sent
on request. Warehouse stocks carried in
Houston, Texas.*



C. B. GENTRY CHILI POWDER COMPANY
735 Decatur Street
Los Angeles, California



Of course I'm chesty!

Wasn't I cooked in a KVP Ham Jacket!

And isn't my flavor and texture better!

Didn't I make my Packer extra profit!

Am I not more sanitary!

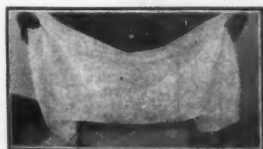
Didn't I give a better yield!

Isn't my shape and finish better!

Didn't I eliminate re-trimming!

And didn't my jacket prolong the life of my boiler, reduce re-tinning bills, and save a lot of scrubbing!

You've said it — I've a **right** to be chesty!



1. Wet jacket and place in boiler.



2. Tuck smoothly into corners.



3. Place ham in boiler.

KVP HAM JACKETS

Our bumptious (can you blame him!) friend has covered the ground.

He's talking packer findings, not just KVP claims.

Users say this is the greatest development in ham cooking in twenty years.

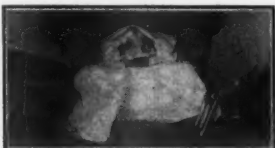
The proof rests in your boilers, not in our words.

Let us send you liberal samples for test purposes.

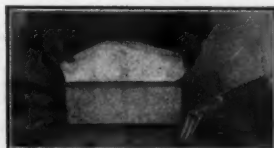
**KALAMAZOO VEGETABLE PARCHMENT
COMPANY**

KALAMAZOO

MICHIGAN



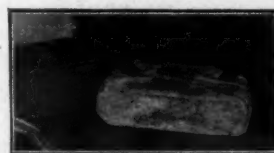
4. Fold over ends, then sides.



5. Ham completely inclosed within jacket.



8. Remove jacket. No rags to re-trim.



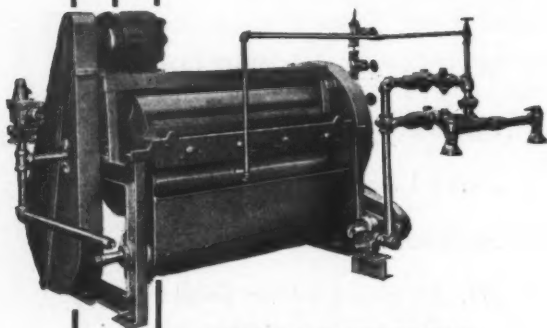
7. Note well shaped ham after cooking.



6. Place cover and apply pressure slowly.

NOW IS THE TIME

*to replace obsolete equipment and
to install new, improved machinery!*



LARD COOLING ROLL

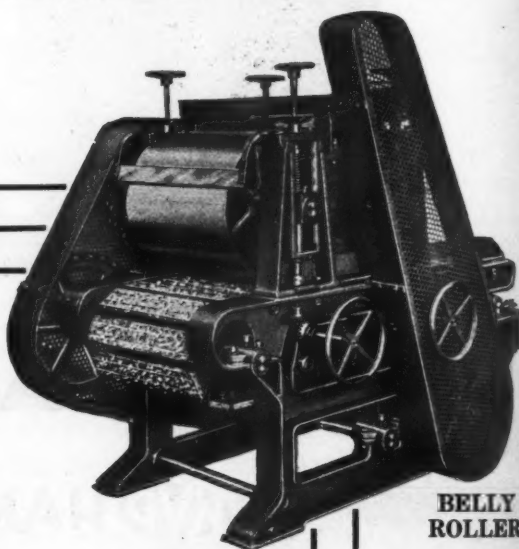
The Lard Cooling Roll illustrated above chills lard quickly, efficiently, economically. Guarantees the production of high-quality lard, perfect in texture and fine in color. Efficient enclosed drive from top of roll insures low-cost operation. Lard can be filled directly into packages, reducing labor and handling costs.

Shut-downs on your cutting floor are costly. This efficiently designed and sturdily constructed Belly Roller guards against manufacturing interruptions! Delivers perfectly flattened and compressed bellies, at lower cost, always.

We manufacture a complete line of rendering equipment of fine design and efficient construction. Highly efficient in grease extraction, simple in operation and sturdily built, this equipment will *cut costs* in your plant!

Complete details of these machines may be had on request. Our engineers will gladly assist in solving difficult problems. Write for details today!

Efficiently designed and sturdily constructed machines will cut *your* manufacturing and labor costs! We *specialize* in the design and construction of machines that will produce superior product at minimum cost. Our complete line, three of which are illustrated here, incorporates the finest design and best construction. Low-cost operation is assured, maintenance lowered, the production of quality product guaranteed.



BELLY ROLLER



DRY
RENDERING
COOKER

KEATING
EQUIPMENT CO.

30 Church St.
New York City

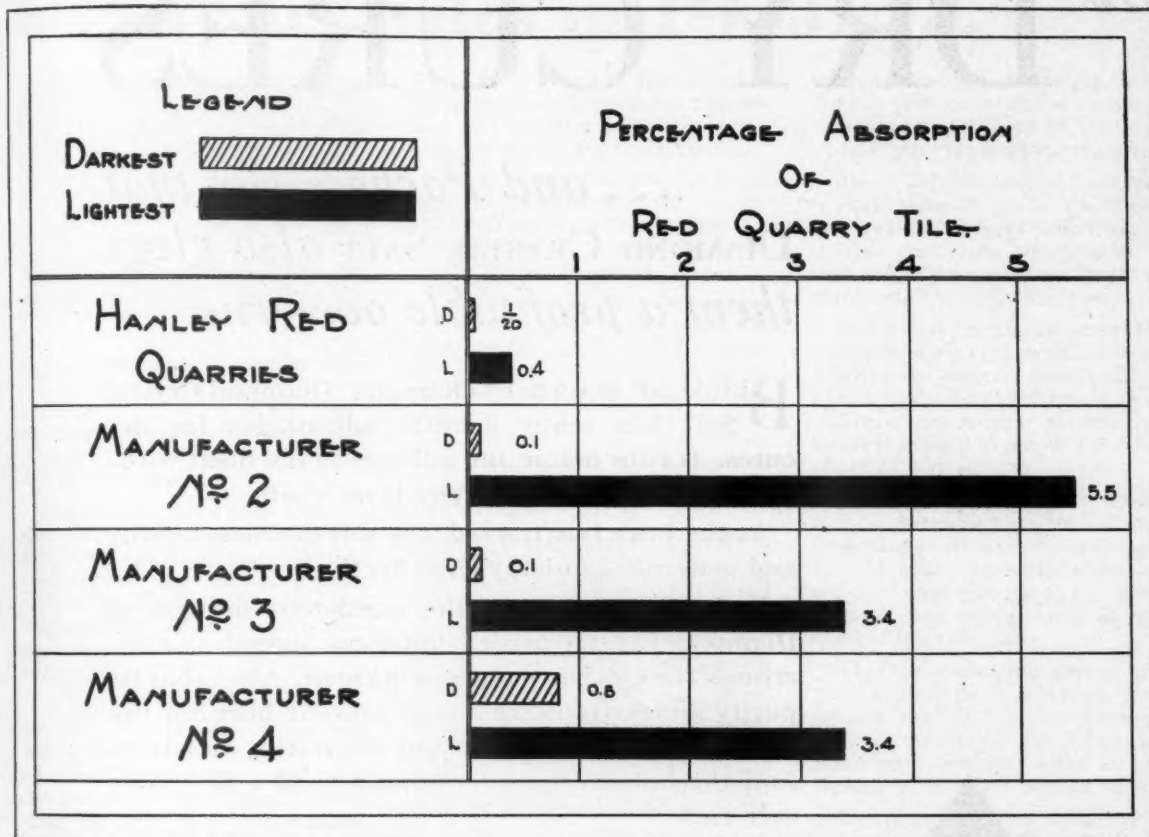
BAILEY-BURRUSS
MANUFACTURING CO.

1116 Murphy St., S. W.
Atlanta

KEEBLER
ENGINEERING CO.

1636 W. 63rd St.
Chicago

HANLEY VITRAFLOOR BRICK



A Revolutionary Improvement in Floor Construction

Hanley Vitrafloor Brick and Tile, as the above chart shows, are the hardest floor material made and have practically no absorption.

The following guarantee goes with every Hanley Vitrafloor Brick:

"Over 99½ per cent vitreous; size variation under ⅛ of an inch; all one red shade; absolutely flat."

101 Park Ave.,
New York

HANLEY CO.

Bradford,
Pennsylvania

No Waste *in* DRY CURES

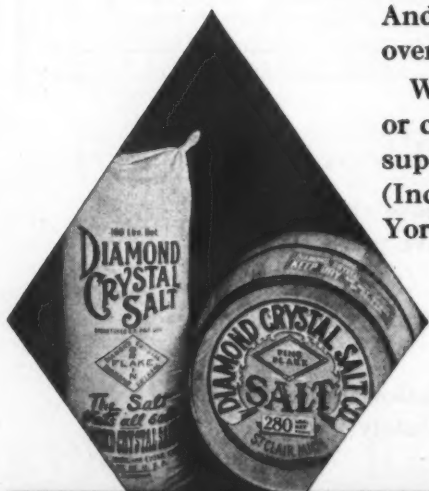
*... and Packers say that
DIAMOND CRYSTAL SALT also gives
them a profitable over-run*

BECAUSE of its flaky character, Diamond Crystal Salt has many definite advantages for dry cures. It rubs better and adheres to the meat without popping off. Thus there is no waste.

As the juice is extracted, the salt dissolves readily and penetrates quickly and effectively.

Packers tell us that the consistent dryness of Diamond Crystal assures uniform spread and increases the efficiency of the workmen. Also, that its purity and extreme mildness prevent burning the meat tissues while extracting the native moisture. And the finished product should yield a profitable over-run.

Whether in pickle cure, dry cure, sausage making, or curing casings, it will pay to use this uniformly superior salt.* Diamond Crystal Salt Company, (Inc.), Bulk Department, 250 Park Avenue, New York, N. Y.



*Made by the exclusive Alberger Process,
Diamond Crystal Salt is flaked, and—

- Uniform in color
- Uniform in purity
- Uniform in dryness
- Uniform in solubility
- Uniform in screen analysis
- Uniform in chemical analysis
- Uniform in character of flake

DIAMOND CRYSTAL SALT

To Manufacturers who want NEW PACKAGE APPEALS for Greater Sales in 1933....



NO matter what the nature of the product, or in what kind of a container it is packed... it will pay any manufacturer anxious to increase sales in 1933 to read every word of this advertisement.

Competition, admittedly keen today, is bound to be keener tomorrow. Products—prices, distribution methods and merchandising plans certainly need some adjustment. Packages will have to do more than safely contain—they must do a real selling job.

In the past year—the last few months, yes, even in the last few weeks, there have been tremendous advances in packaging and design. Are you sure you're familiar with them all? Will your present containers be able to keep pace with the fast changing tempo of this era of package merchandising?

To any manufacturer who is not absolutely sure as to the fitness of his containers in meeting the 1933 packaging standards, we suggest a careful analysis be made at once.

First find out how your present container compares with those your competitors are using. Then cultivate a group of actual buyers of your products. Get from them first hand, their reactions to your packages. Consider carefully the many new

types of containers on the market—compare yours with them. Investigate also the sales possibilities of a new design for your containers.

Finally, don't change your packages for the sake of just a change, and don't let fear of change keep you from making constructive improvements in your packages.

Unquestionably, but few manufacturers have all the necessary experience and facilities for solving the hundred and one perplexing problems that enter package improvement. Yet, a 3¢ stamp or a telephone call is all any manufacturer need risk to enable him to make a quick start towards package improvement.



A request to the nearest Continental Sales Office will bring in consultation a representative skilled in serving manufacturers, who are anxious to increase sales by better packaging.

And at Continental your problem receives first of all, the benefit of knowledge and experience gained through over a quarter century of helping to solve the package problems of many diversified businesses.

Whether your products be liquids, paste or dry, there are available cans in many different sizes, shapes and

styles—all widely adaptable, thoroughly protective and economical—making the choice of the *right* container for your needs an easy one.

Research Laboratories, completely equipped with modern facilities, have available a large staff of highly trained specialists ready to solve that part of your package improvement requiring scientific study.

The men in the Development Department study your problem to see whether an entirely new package idea, or whether, perhaps, only an improvement on your present container is needed to put your product ahead of competition.

Specialists in packaging design make constructive analysis of your designing problem from every angle. They'll offer suggestions for improving your design or for an attractive new arrangement in eye-compelling colors.

That's a packaging service that you can't afford to overlook. Year in and year out—it has been extremely profitable for large and small manufacturers alike... it should be of equal service to you.

When there is so much to be gained, at no risk—it will pay you to See Continental First.

Continental Can Co., Inc.
NEW YORK CHICAGO SAN FRANCISCO



Baltimore, Md., 3500 East Biddle St., Wolfe 9700
Boston, Mass., 131 State Street, Hubbard 7172
Chicago, 4622 West North Ave., Spaulding 8480
Cincinnati, 2510 Highland Ave., Jefferson 2201
Denver, Colo., 3033 Blake Street... Tabor 4261
Detroit, 1900 East Jefferson Ave., Fitzroy 3292
Houston, 2nd National Bank Bldg., Preston 8674
Wheeling, W. Va., Hazlett Ave. & 8th St., Warwood 760

Kansas City, Mo., Guinotte & Lydia Aves, Victor 7250
Los Angeles, 3820 Union Pacific Ave., Angelus 7111
Nashville, Tenn., 500 Benton Ave., Phone 6-6682
New Orleans, La., 521 North Scott St., Galvez 4145
New York City, 100 E. 42nd St., Ashland 4-2300
Omaha, Neb., 8th and Dodge Streets, Omaha 1387
St. Louis, Mo., P. O. Box 1242... Bridge 3550

... Better Looking Beef

A well-known packer says: "We use BEMIS BEEF BLEACHING CLOTHS exclusively, buying hundreds of them every year. They certainly give a nice white color to the beef, and also take away any 'wrinkled' effect that the carcass may have, giving it a smoothness that is very desirable."

"Home-made" bleaching cloths, of ordinary light sheeting, are not sufficiently absorbent to do a good job of bleaching. Furthermore, there is a considerable waste in cutting the cloth, and the edges ravel in washing.

Bemis Beef Bleaching Cloths are made of extra-heavy cotton, specially woven to obtain the greatest possible absorption. They take up *all* the surface blood. Double-hemming and lock-stitching prevent raveling, and assure long wear. The cloths come to you in proper size, all ready to use. And their initial cost is low. Free sample, on request.

BEMIS BRO. BAG CO.

Specialty Dept.

420 Poplar Street Saint Louis, Mo.
51st Street and 2nd Avenue Brooklyn, N. Y.

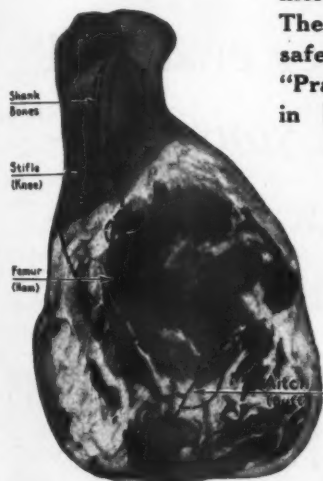


Bemis

MEAT BAGS & COVERS



Ready to Bone
for Boiling
Ready to Smoke
for Slicing



CALIFORNIA BAKED HAM "SPICED"



The ham shown looks good. It is a rich, ripe-flavored ham. If you do not wish to cure by the artery pumping method, you can use the spray needle and place 2 oz. of pickle to each pound of raw ham. The cure is perfect in a few days.

THE GRIFFITH LABORATORIES

1415-25 West 37th St.

Chicago, Illinois

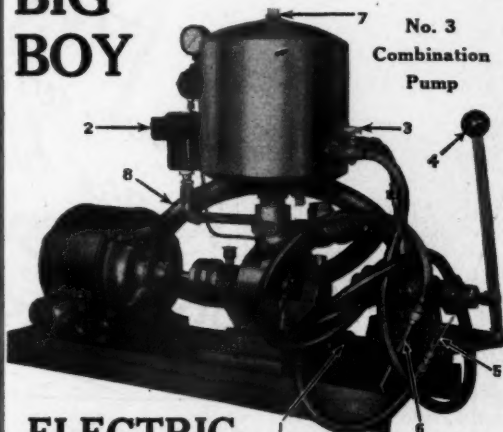
Canadian Office: 532 Eastern Ave., Toronto

PRAGUE SALT

The Safe, Fast Cure

There is but one Prague Salt. Do not be deceived. Nitrite mixtures are not like Prague Salt. Prague Salt is uniformly safe. This ad is addressed to the smaller packer. You can cut and cure your hams and picnics in a week or two. The "Prague Cure" is "a safe, fast cure." The "Prague Cure" is in use in hundreds of plants with perfect satisfaction. Your packing plant is like a factory. You can speed up your turn-over.

BIG BOY



ELECTRIC PICKLE PUMPS

Big Boy Pickle Pump. Vein style or spray style. We furnish the formula. We furnish the method. We tell you how to use the Big Boy Pickle Pump. We will teach our Prague Salt users the "shorter road" to a "larger profit." There is no mystery about it. We use plain common sense methods. Ask for information.

"ECONOMY" Driers and Blowers
For Sausage Rooms and Meat Coolers



Air circulation is very important. Your sausage rooms and coolers become stagnant. Dampness makes off color and moulds. Economy Drier is a remedy. Let the electric light socket do your blowing. The Economy Drier is mounted on casters to roll under sausage rack. It has hooks so as to be hung to the ceiling. Make your pork sausage dry. Increase the bright pink of the lean. The Economy Drier will hold the color.

GREATER EFFICIENCY in Cooking Operations!

*for the reason why
your costs are high*
**LOOK TO YOUR
COOKROOM**

THE JOURDAN PROCESS COOKER

Famous for reducing costs!



Fully Protected Under U. S. Letters Patents

plus exclusive advantages of better product produced at a lower cost will give your product a real competitive edge. Write now for full details!

List of users and detailed specifications now available. Write!

JOURDAN

PROCESS COOKER CO.

814-32 W. 20th St.
Chicago, Illinois

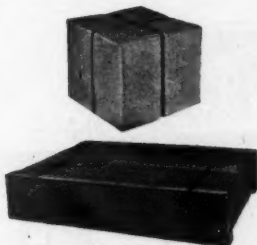
ACME PACKAGE REINFORCEMENTS

FOR THE *Packing* INDUSTRY



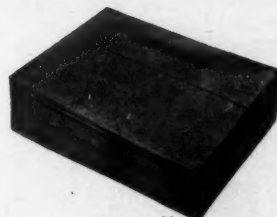
ACME FLEXIBLE STEEL CLASPS

The economical, easy way to fasten covers on pails and tubs is with Acme Flexible Steel Clasps. Acme Clasps are manufactured in three styles and 17 sizes, and may be had in either copper or cement coated finish. Send for samples and prices.



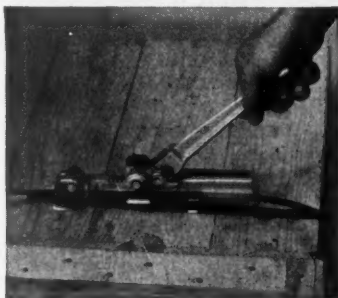
ACME NAILLESS BOX BAND

For reinforcing all types of shipping packages against damage and pilferage. Also very handy for bundling small boxes. Write for the "Bound to get there" booklet, which shows the complete line of Acme equipment—and how Acme Nailless Band lowers shipping costs.



ACME 'SILVERSTITCH' STAPLING WIRE

The accurate, galvanized, rust-resistant wire that won't blemish containers and inside packages with rust spots. The only stitching wire furnished in all ONE-PIECE 5 and 10 lb. coils. Sizes: In the 103 width: 4 sizes .014, .017, .020, .023. In the .060 width, 2 sizes .024 and .0205.



TO THE *Shipping* SUPERINTENDENT ... Acme Steel Company

has supplied industry with steel reinforcements for shipping packages for over fifty years. The most complete line of tools and band sizes, for strapping any type of shipment from parcel post packages to carload units of freight, is available as a nation wide service.

Trained Acme representatives, qualified to assist you with your packing problems, are backed by the complete facilities of a modern container testing laboratory.

Make use of this service, to economize on shipping costs, and insure safe delivery of your products.

ACME STEEL COMPANY

General Offices: 2832-40 Archer Ave., Chicago



Branches and Sales Offices in Principal Cities

Delivery Costs Can Be Cut — Internationals Will Do It



Harris Abattoir (Western) Ltd., division of Canada Packers, Ltd., operates 12 International Trucks in Western Canada. Six of them are shown here alongside the St. Boniface, Man., abattoir, which has been called the most modern of its kind in Canada. The Harris Abattoir (Western) has used Internationals since 1926.

INTERNATIONAL TRUCKS are doing a good job in the reduction of delivery costs through economy in hauling. For example, one packer operates seven 6-cylinder Internationals for less than 6 cents a mile, and another says that Internationals save \$26,000 a year for his company. These are only two of many reports which indicate the kind of a job Internationals are doing in putting hauling on a low-cost basis.

In view of evidence like this is it any wonder that there is a decided preference for International Trucks? They are being purchased today because of their record for low cost of operation and maintenance—a record that should not be overlooked by anyone in the market for trucks.

Get acquainted now with International Trucks and find out how they can lower your delivery costs. The nearest of 188 Company-owned branches in the United States and Canada will give you specific evidence about International economy and will demonstrate the models you need in your business. There is a complete line, from $\frac{1}{4}$ -ton to $7\frac{1}{2}$ -ton, in a variety of wheelbase lengths, to meet every hauling requirement. Write us for information.

INTERNATIONAL HARVESTER COMPANY
606 So. Michigan Ave. OF AMERICA
(Incorporated) Chicago, Illinois

The long list of International economies begin with the
Low Purchase Price.

For example, the International $1\frac{1}{2}$ -ton 4-speed Model A-2 Truck is priced at

\$615

The $1\frac{1}{2}$ -ton 6-cylinder Model A-3 Truck is only

\$795

Both prices for 136-inch wheelbase chassis
f.o.b. factory (taxes extra).

INTERNATIONAL TRUCKS

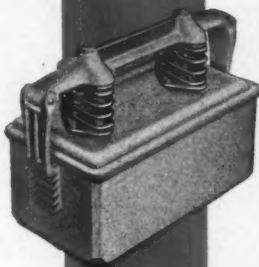
NECESSARY ASSETS

to any ham boiling department

1

ADELMANN HAM BOILERS

*"The Kind
Your Ham
Makers Prefer"*



Exclusive yielding springs and self-sealing cover reduce shrinkage, increase flavor, improve quality. Made of Nirosta Metal, Monel Metal, Cast Aluminum and Tinned Steel; complete range of sizes and shapes.

The wide acceptance of ADELMANN products is built upon their sheer suitability for the work they are designed to do—plus the fact that they do it better and at lower cost. Nothing less can account for their rapidly growing sales and the constantly increasing list of users. ADELMANN equipment in your plant will prove a valuable asset—it will cut labor costs, reduce maintenance, and build profits through increased sales.

2

ADELMANN FOOT PRESS

*Sturdy, Efficient,
Labor Saving*

A REAL
COST CUTTER



Automatically applies correct pressure to ham boilers to assure a perfectly solid product. Quick, simple, sturdy and consistently accurate. Will perform efficiently for many years. Speeds production!

The ADELMANN line of profit building equipment for your provision department also includes Ham Washers, Luxury Loaf Containers, Meat Loaf Pans, Prest-Rite Molds, Tongue Loaf Pans, Corned Beef Cookers and numerous other items. The complete ADELMANN line, with liberal trade-in schedules, is shown in our catalog. Investigate today the profit possibilities offered by ADELMANN. Write!

Three brushes, revolving in cleaning solution, clean ham boilers or other meat containers, removing every particle of residue, burnt fat or brine. Restores even neglected boilers! Cuts labor costs immensely!



3

ADELMANN WASHER

*For Efficient,
Thorough and
Economical
Cleaning of
Retainers*

"ADELMANN—The Kind Your Ham Makers Prefer"

HAM BOILER CORPORATION

Office and Factory, Port Chester, N. Y.

CHICAGO OFFICE: 332 S. MICHIGAN AVE.

European Representatives: R. W. Bollans & Co., 6 Stanley St., Liverpool & 12 Bow Lane, London—Australian and New Zealand Representatives: Gollin & Co., Pty. Ltd., Offices in Principal Cities—Canadian Representative: Gould, Shapley & Muir Co., Ltd., Brantford, Ont.

REFRIGERATED *and* INSULATED

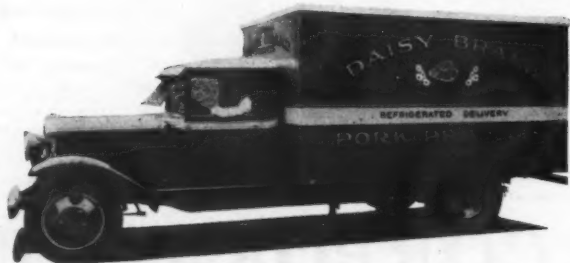
"BODIES of DISTINCTION"



No. 1237-A—PEDDLER'S BODY with 5 inches of insulation and the new aluminum plate overhead Dry Ice system of refrigeration. Two refrigerated compartments built exactly according to details of No. 1237-A shown in our folder on refrigerated and insulated bodies.



No. 1422—REAR UNIT BODY.



No. 1423—REAR UNIT BODY—outside length 136 in.; outside height, 72 in.; outside width, 84 in.; weight, 2,460 lbs.



*offered with three kinds
of refrigeration*

**SALT and ICE
DRY ICE
MECHANICAL**



Write for photos and prices of
New 1933 Models Just Off the
Press.

**HACKNEY BROS.
BODY CO.**

Established 1854
WILSON, N. C.

79 Years of Continuous Growth



Our Bodies are Nationally Distributed

New York City Representa-
tive

T. O. PROBEY
221 Sherman Ave.,
New York City

Philadelphia Representa-
tive

EASTERN BODY &
SALES COMPANY
638 North 16th Street,
Philadelphia, Pa.

New England Representa-
tive

SPRINGFIELD COM-
MERCIAL BODY CO.
80 Charles River Road,
Cambridge, Mass.

Washington and Balti-
more Representative

J. W. STICKLEY
1205 Gallatin St., N. W.
Washington, D. C.

Beck of Buffalo re-orders



THIS BECK TRUCK is protected by Armstrong's LK Corkboard Insulation; built by the Meday Body Company, of Buffalo, and insulated to hold temperatures of 40° to 45° F.

ONE OF THE COLD ROOMS of the Beck Provision Company, where Beck's Flavor-rite Hams are guarded by a 5-inch thickness of Armstrong's Corkboard, erected by Armstrong's Contract Dept.

"BUILD us a cold storage room!"

Three times in nine years, the Beck Provision Company of Buffalo and Rochester, has come to Armstrong with this order. Armstrong is proud of this record—and proud of the cold storage rooms, the latest of which has been called "as fine a job as has ever been erected in the Buffalo district."

There's good reason why Beck and so many other packers choose Armstrong's Corkboard. They realize that the quality of corkboard depends not only on the manufacturing process but also on knowledge, skill, experience, and carefulness all the way from selection of the raw material in the cork forests, grinding, selection of clean pure granules, and baking to delivery of the finished product to the buyer.

And there's added protection in

Ask about
**SUPER-SERVICE
CORKBOARD**
it's New!

Armstrong's new Super-Service Corkboard. It is an extra-efficient corkboard (made by Armstrong's exclusive new process) coated on both faces of the board at the factory with a mechanically perfect layer of a special mastic compound.

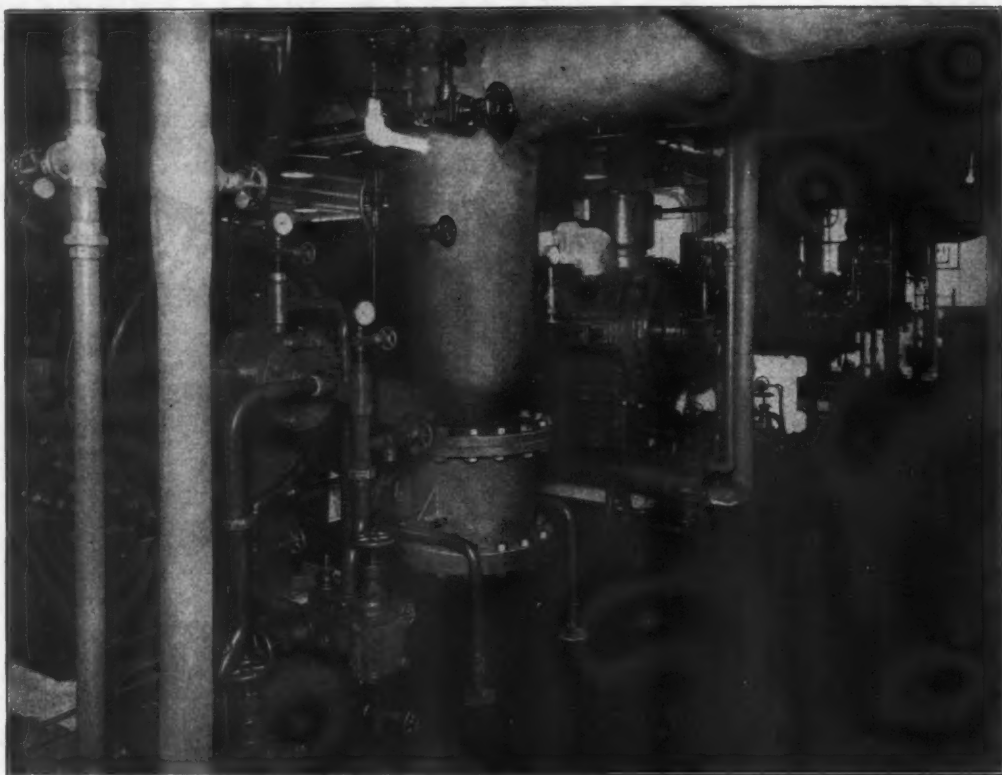
Let Armstrong engineers cooperate with your plant engineer or architect when you plan low temperature rooms. Get full details and samples of Super-Service Corkboard. Armstrong Cork & Insulation Company, 952 Concord Street, Lancaster, Penna.



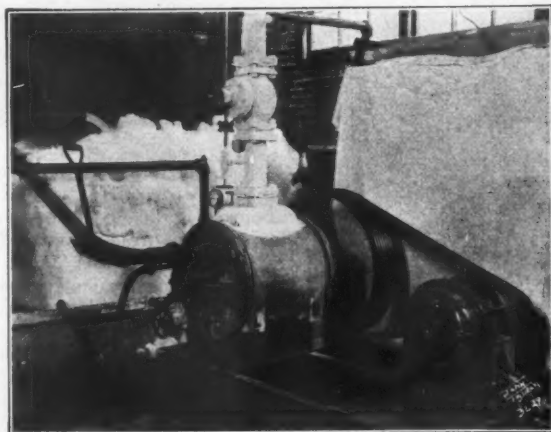
Product

Armstrong's Corkboard and Cork Covering

FOR ALL COLD ROOMS AND COLD LINES



FOUR 700 CUBIC FOOT VILTER ROTARY COMPRESSORS WHICH PERFORM BOOSTER SERVICE — THIS EQUIPMENT POSSESSES MANY ADVANTAGES OVER RECIPROCATING COMPRESSORS — VILTER BULLETIN No. 45 CONTAINS COMPLETE INFORMATION — COPIES ON REQUEST.



VILTER PAKICE MACHINERY IS IDEAL FOR MAKING ICE IN THE FORM DESIRED BY THE SAUSAGE MANUFACTURER. VILTER BULLETIN No. 40 DESCRIBES THIS MACHINE.

OTHER VILTER BULLETINS ARE AVAILABLE — LET US KNOW YOUR NEEDS.

OUTSTANDING

Vilter

DEVELOPMENTS

— ASK US —

THE VILTER MANUFACTURING CO.

ESTABLISHED 1867

2118 South First Street, Milwaukee, Wis.

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FORE

Keeping pace— with the needs of the industry

LOOK backward a quarter century. Manufacturing methods, marketing procedure which are common practice now were undreamed of then. Conversely, equipment considered the last word only a few years ago is totally inadequate to meet conditions of today.

Through all of this period of accelerating development, Jamison-Stevenson improvements have kept pace with or anticipated the needs of the packing industry.

Providing better protection at the openings, saving of floor area suddenly become valuable, speeding up traffic through doorways, Jamison Engineers have enabled plant owners to take fullest advantage of new equipment and new operating methods.

As an example, Jamison Engineers in the past few years have been responsible for the following improvements:

Jamison WEDGETIGHT Fastener

Improved No. 31 Roller Fastener
Improved Unlatching Bar for Vestibule Doors

Flexible, adjustable Super Freezer Spring Hinge
and Super Freezer Door Fastener (used at entrances to holding rooms for quick frozen foods)

Jamison Improved Automatic Door Closer

All of these improvements, obtainable on Jamison or Stevenson Doors, are of outstanding advantage to the modern packing and storage plant.

Your plans for 1933 will probably include the purchase of new cold storage Doors—for replacement—for additional refrigerated space. Jamison Engineers can be of help in the selection, and Jamison or Stevenson Doors will enable you to make fullest use of the facilities of a modern plant.

And long experience by thousands of users has demonstrated the value of these doors beyond question.

More than a quarter century ago, when this "Improved" Stevenson door was announced, it aroused tremendous interest in the refrigerating world. Great as its improvements were then, this door would be a distinct liability in the packing and storage plant of today.

Greater protection, greater stamina, faster and easier operation characterize this modern Stevenson Door. Its new Improved No. 31 Roller Fastener has instantly appealed to users. Complete description of this new door will be found in Bulletin 108, sent on request.

JAMISON COLD STORAGE DOOR COMPANY

Oldest and Largest Makers of Cold Storage Doors in the World

JAMISON, STEVENSON & VICTOR DOORS

HAGERSTOWN, MARYLAND, U. S. A.

BRANCHES: NEW YORK . . . CHICAGO . . . CHESTER, PA.

AGENTS AND DISTRIBUTORS: L. S. Bosarge, ATLANTA; M. C. Moreland, ST. LOUIS; H. O. Johnson, MINNEAPOLIS; Allan Ice Machine Co., OMAHA
W. C. Rasche Co., DETROIT . . . L. A. Roser, SALT LAKE CITY

Gay Engineering Co., Warren & Bailey, LOS ANGELES . . .
Fielding-Wales Co., CLEVELAND . . . W. C. Phillips Co., SAN FRANCISCO

A. F. Dreyer, CINCINNATI . . . Pioneer Sand & Gravel Co., SEATTLE
FOREIGN AGENTS: LONDON . . . HONOLULU . . . JAPAN

Jamison & Stevenson

Cold Storage Doors



AMAZING!



The only word that describes
the results obtained through
K & J Process Cookers

K & J Containers pay for
themselves in shrink savings alone!

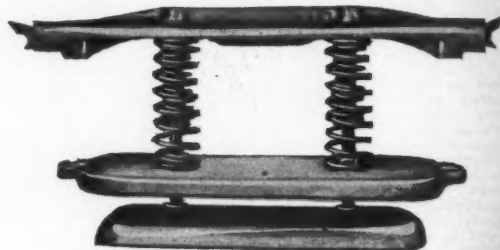
The new K & J Type C Ham Container produces a product that is *entirely* different—superior in quality and flavor, unexcelled in appearance—a product that really *sells itself*.

The revolutionary double cover construction illustrated at the right insures economical operation. Two sets of springs, one working inside the other, clamp the outer cover airtight and force the inner cover down, compressing and molding the ham. One simple operation—set the cover in place and apply pressure—is *all* that is required. Lower labor costs!

ALL HAM JUICES RETAINED!

The ham is cooked entirely in its own juice, insuring a juicier, more solid product with a fine, appetizing flavor. The clean, wholesome ham juices expelled during cooking are kept in the *retainer*—save them and add them to your spiced ham, lunch loaves, cooked sausage or other products! They will increase the yield, add an appetizing, individual flavor and give a better binding quality to these products.

Certified results of actual tests made with K & J Containers, with complete details, specifications and prices are available. Write!



THE REVOLUTIONARY
DOUBLE COVER CONSTRUCTION

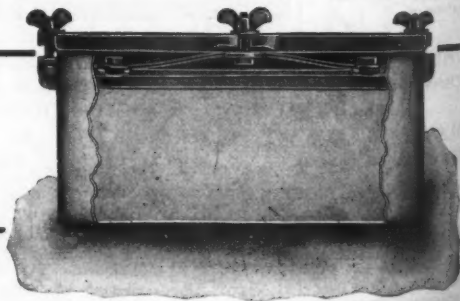
K & J MEAT LOAF CONTAINER

Uses the famous *juices-sealed-in* principle exclusive to K & J. Requires only 15 minutes cooking time per pound to produce an *unexcelled* product! Cooking shrink averages only 2%—a big saving.

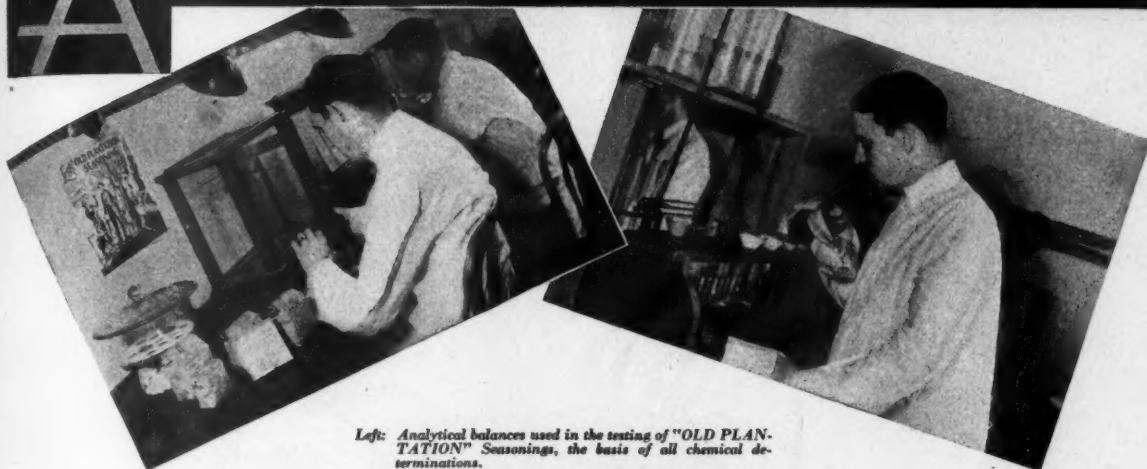
The loaves look better, taste better, are better. They won't crumble, break or dry out. Their high quality insures maximum sales. Investigate.

The K & J PROCESS COOKER

R. E. JORDAN and COMPANY, Inc.
900 North Caroline St. Baltimore, Maryland



ACID TESTS *for* SAUSAGE SEASONINGS



Left: Analytical balances used in the testing of "OLD PLANTATION" Seasonings, the basis of all chemical determinations.

Right: Filtration test of "OLD PLANTATION" Seasonings, to isolate spice constituents, analyze and determine purity of salt.

WHY "OLD PLANTATION" SEASONINGS ARE SCIENTIFIC PRODUCTS

The purity and quality of "OLD PLANTATION" seasonings rest firmly on a scientific basis. For your protection . . . and ours . . . expert chemists analyze ingredients, using modern scientific apparatus to determine strength, purity and quality. As a result, "OLD PLANTATION" far exceeds the requirements of the U. S. Bureau of Animal Industry.

Photographs here shown are scenes in the Birmingham Plant of the Pittsburgh Testing Laboratory. The test at the left aids in detecting the presence of foreign materials, measures the quantity of volatile oils in the spices, and determines purity. The filtration test at the right separates the undesirable constituents of the spices.

The quality of "OLD PLANTATION" Seasonings is zealously maintained. It never has and never will be sacrificed on the altar of bargain prices. There is no economy in low prices, if quality is lacking.

In "OLD PLANTATION" you get both. And that is why we spend a great deal for scientific protection of our product.

There is deep significance in the fact that "OLD PLANTATION" is a blended seasoning . . . its ingredients are not mixed by weight or measure, but by chemical determination of strength and purity. Only the best pepper, salt and spices obtainable are used as raw materials. No two shipments of any one of these condiments have ever been found to have the same degree of strength in their raw state. Yet, by chemical analysis they are blended into "OLD PLANTATION" Seasonings that are absolutely uniform in strength and quality.

"OLD PLANTATION" Seasonings are the only nationally approved flavors . . . the only chemically controlled seasonings. Write for free sample to make trial batch of sausage.

Copyrighted by A. C. LEGG PACKING COMPANY, Inc. 1932

{ This is Number 1 of a series of messages explaining the scientific testing of "OLD PLANTATION" Seasonings in order to maintain their famous flavors, purity and high quality. Message Number 2 will appear in a later issue. }

A.C. LEGG PACKING

BIRMINGHAM, ALABAMA.

"WORLD'S LARGEST BLENDERS OF SAUSAGE



Co., Inc.

U.S.A.

SEASONINGS"



SCIENCE

BRINGS YOU

THIS HONEST PRODUCT

Scientific development and research have extended over many years at Rhinelander. Furthermore, there has been extensive capital investment in the most modern equipment to insure uniform production. Obviously such factors would necessitate the highest type of skilled personnel.

If ever a product could be said to represent the best that men, money and materials will produce, then that product is Rhinelander Greaseproof Parchment. Its use insures definite economies.

You should know more about this honest paper and its special advantages . . . its manufacture is interesting and educational to the buyer of greaseproof papers. May we send a treatise on the subject of what makes greaseproof papers greaseproof?

R H I N E L A N D E R
G R E A S E P R O O F
P A R C H M E N T

RHINELANDER PAPER COMPANY • RHINELANDER • WISCONSIN



COUNTRY CLUB BRAND

Fancy Sugar Cured

HAM

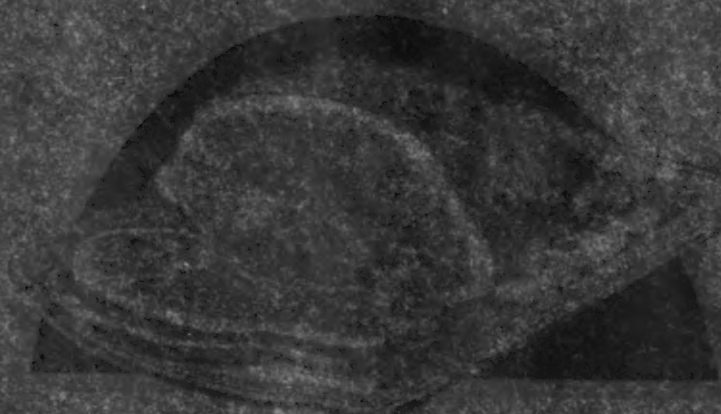
U. S. INSPECTED AND PASSED BY
DEPARTMENT OF AGRICULTURE
ESTABLISHMENT 296

**THE KROGER GROCERY
AND BAKING COMPANY**

GENERAL OFFICES
CINCINNATI, O.

NET WEIGHT _____ LBS. _____ OZ.





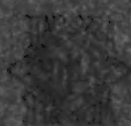
COUNTRY CLUB BRAND

French Style Cured

HAM

U.S. INSPECTED AND PASSED BY
DEPARTMENT OF AGRICULTURE
ESTABLISHMENT NO. 1
THE KROGER GROCERY
AND BAKING COMPANY
CINCINNATI, OHIO
CINCINNATI, OHIO

NET WEIGHT 10.25 LBS. 10.25 OZ.



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"Why not find out?"

There are two ways to find out whether your package is helping or hindering sales. You can question consumers. Or you can trust to luck, and let sales-figures speak for themselves.

And you can change to the right package *before* the wrong one plays you false—or you can wait till you're forced to change by the mischief already done.

The American Can Company does not say that packaging questions must be put up to consumers. But it does say that packages must be built *for* consumers—first, last and always. It does not advocate change just for the sake of change—but change for the sake of sales. It does not say that the container is the biggest thing in selling. But it does say that it deserves as much thought as any other phase of your program—and that its creation, its manufacture, should be put in the hands of experts.

Canco knows what makes a package successful, and how to endow a package with the qualities that create sales. And Canco will gladly help you find out whether you have the wisest one for your product. Send us your present package. If we think it is right, we will tell you so. If not, we will suggest how it can be improved. This service is without obligation. We urge you to use it.



AMERICAN CAN COMPANY

230 PARK AVENUE
NEW YORK CITY

CANCO

Slicing Equipment ---

That Meets Today's Needs



GREATER control of output, quality, and costs—in line with today's exacting demands—is achieved with the present Link-Belt line of meat slicing equipment. In co-operation with packing industry engineers, we have built into our six models every practical feature suggested by years of experience in designing and building safety, efficiency and low-cost reliability into slicing equipment.

For chipped beef, bacon and fresh cuts required for hotels, restaurants, clubs, chain stores, etc., in any capacity, Link-Belt slicers give uniform high speed slicing service.

So—whatever your needs, there is a Link-Belt machine that just fits them.

Send for Bulletin B-15.

LINK-BELT COMPANY

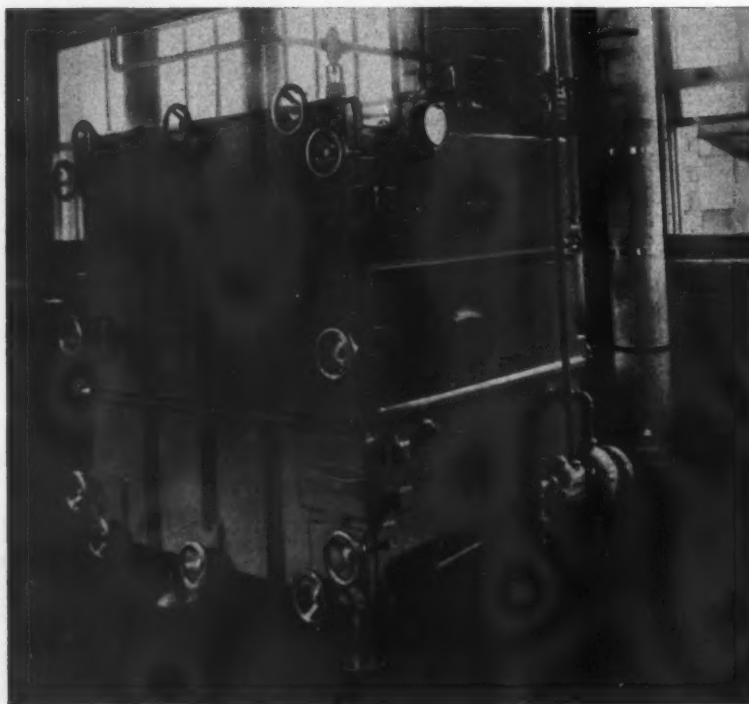
Chicago Philadelphia Indianapolis San Francisco Toronto St. Louis Kansas City New York Dallas

4031

LINK-BELT Meat Slicers



DEMAND PROOF *of these bold claims!*



The Vacuum Oven is the outstanding achievement of today in the cooked meat industry. Perfected by leading engineers, this new scientific principle cuts your shrinkage loss to a minimum—50% in some cases. The saving effected will pay for a Vacuum Oven in less than a year.

Vacuum Oven cooking not only effects an unbelievable saving in shrinkage loss, but it gives all cooked meats a sweeter, more delicious flavor and a firmer binding quality.

Controlled and measured heat units thoroughly cook every meat fiber to an appetizing tenderness. The natural juices and mineral salts disintegrated in old fashioned boiling or straining are retained in this modern method.

Demand proof today—write for an illustrated booklet containing full details of this sensational discovery.

Vacuum Ovens, Inc.
1616 Walnut St., Philadelphia, Penna.

Chicago
1143 E



BLISS BOXES

for
Pork Loins
Smoked Meats
Fresh Meats
Lard
By-Products

REDUCE YOUR PACKAGE COSTS

Over two million BLISS FIBRE BOXES were used last year for the shipping of fresh and smoked meats, lard and other packing house products.

The BLISS BOX (Patented) is of three-piece construction and combines a maximum of strength with a minimum of board used. All four vertical edges are reinforced with flaps sealed by wire stitching. It is the strongest and cheapest fibre container on the market today. All board mills are licensed to manufacture BLISS BOXES for their customers.

Under a recent ruling BLISS BOXES can be used for carrying up to 130 pounds of meat.

Many packers are using BLISS BOXES in place of wooden containers, thus saving not only in the initial cost of the container but also on freight charges due to the greatly reduced weight.

BLISS BOXES have been used successfully for export shipments of lard and other products, thus demonstrating their exceptional strength and carrying ability.

SAVE 20% OF YOUR PACKAGE COST—USE BLISS BOXES

BLISS-LATHAM CORPORATION

Manufacturers of Wire Stitching and Adhesive Sealing Machinery for All Types of Fibre Containers

GENERAL OFFICES, NIAGARA FALLS, N. Y.

Sales Offices in principal cities

Chicago Office
1143 Fulton St.

New York Office
28 W. 23rd St.

Stedman 2-STAGE Grinders ...the Solution of Your Grinding Problem!



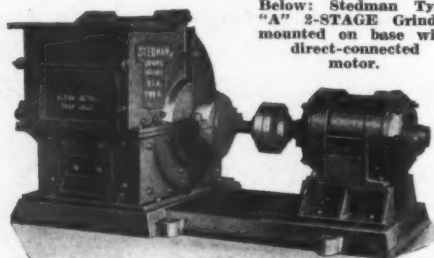
This photo illustrates extreme accessibility of large Type "A" Stedman 2-STAGE Grinder.

NAME your by-product—and we'll prove that Stedman 2-STAGE Grinders can reduce it quicker, cheaper and better. Friable, tough, dry or moist materials are easily handled. There is no limit to their application. They are designed especially for the reduction of packing house by-products, edible and inedible, such as cracklings (hard pressed and expeller) tankage, bone, fish, scrap, dried blood and complete fertilizer tailings.

A FEW RECENT INSTALLATIONS:

Oscar Mayer & Co.
Armour and Company
Baugh & Son
Apache Packing Co.
J. T. McMillan Co.
Detroit Rendering Co.
Val Decker Packing Co.

A. F. Rees
City Packing Co.
Ideal Packing Co.
Zummo Packing Co.
Wilmington Packing Co.
Swift & Company (14 machs.)
Bens & Company (2 machines)
Smith Agricultural Chemical Co. (7 machines)



Below: Stedman Type "A" 2-STAGE Grinder mounted on base with direct-connected motor.

WRITE FOR CATALOG 303

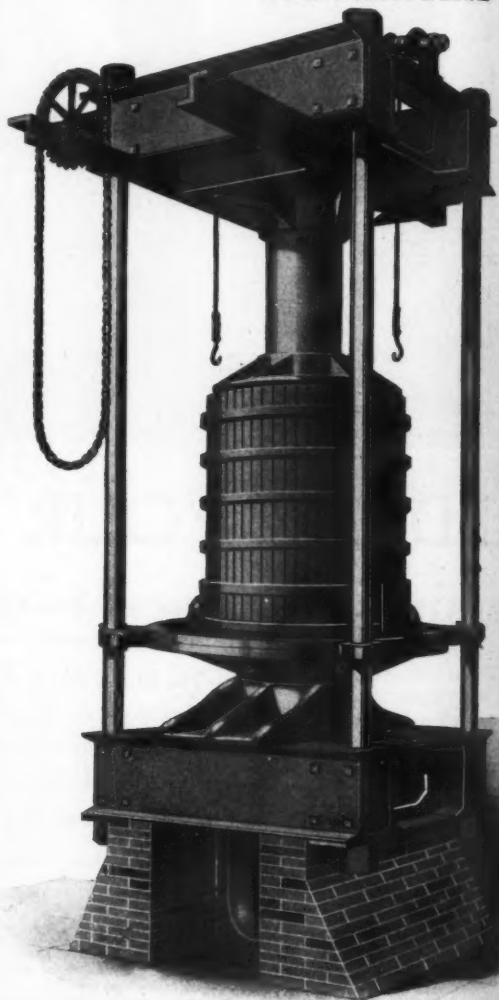
STEDMAN'S Foundry & Machine Works

Founded 1884 • Aurora, INDIANA—U.S.A. •

District Sales Offices: Philadelphia, Chicago, Cleveland, Kansas City, Mo., Pittsburgh, Charleston, W. Va., Houston, San Francisco, Los Angeles, Seattle, Vancouver (B. C.) Canada.

Also Manufactured and Sold in Canada by John T. Hepburn, Ltd., Toronto

GOSHEN HYDRAULIC PRESSES for Lard, Tallow, Tankage, Sheepskins, Leather EFFICIENT—ECONOMICAL SUBSTANTIAL



Hydraulic Press Supplies

Racks . . Cloth . . Valves . . Packing
Complete Stock

THOMAS-ALBRIGHT COMPANY GOSHEN INDIANA

SATISFIED USERS

The Finest Recommendation Any Equipment Could Offer!

These enthusiastic testimonials testify to the efficiency of FRENCH rendering machinery—the finest, most economical and efficient machinery made—machinery without competition when results are the basis of comparison.

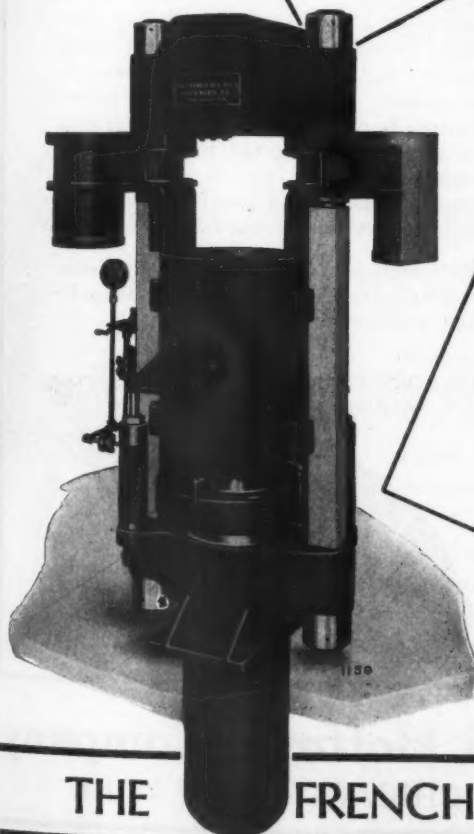
VERTICAL COOKER

Uniformly renders all products—maintains perfect control of cooking conditions, time, temperature, moisture and pressure. Highly efficient—produces highest grade product.



FRENCH CURB PRESS

Highly perfected and efficient—produces highest quality cracklings. Economical, easy to operate, cleaner, saves labor and reduces maintenance. Makes low grease content cake which is easy to grind, higher in protein. Yields more lard or grease.



THE BEST
IN
RENDERING MACHINERY

THE FRENCH OIL MILL MACHINE

REPLY PHONE MAIL 752
Chas. E. Fisher Packing Co.
DORK & BEER PACKERS
 OFFICE: 1111 N. 1st St. Dayton, Ohio.
 P. O. BOX NO. 375
 Sept. 24, 1931

U.S. PATENT OFFICE 1909
 SUGAR CURB PRESS
 PLAINFIELD, N.J.
 U.S. PATENT OFFICE 1909

The French Oil Mill Mach. Co.,
 Piquette, Ohio.

Gentlemen:—

In response to your inquiry, will say we have had the Inedible Cooker you sold to us, manufactured by The French Oil Mill Machinery Co., of Piquette, Ohio, in operation eight months at our plant.

Having had a great deal of experience with cookers of other manufacture in the last decade, being as you know one of the very first to adopt the new method of cooking several years ago, we can say the French Oil Mill Cooker operates very economically. Very fast, 7-1/2 H.P. on five ton capacity. Less steam, less power, less water. One operator in of no trouble as we can see it at all times. All in all we are pleased with the cooker and its appliances.

Sincerely yours,

THE CHAS. FISHER PACKING CO.
W. B. Fisher
 Dayton, Ohio.

LSJ:EL

THE LIMA PACKING COMPANY
 PACKERS & PROVISION DEALERS
 LIMA, OHIO
 September 17, 1931

French Oil Mill Machinery Co.,
 Piquette, Ohio.

Gentlemen

Some months ago we abandoned the use of our old Hydraulic Curb Presses, and after a careful selection of results secured in other plants and a test of our products on one of your Curb Presses in your experimental department at Piquette, installed two of your new Hydraulic Curb Presses and Triples Power pumps. One of the presses is installed in our lard department, and the other in our inedible department.

We are pleased to state that we have greatly increased the yield of lard and grease and are now making a low grease content crackling for which we find a ready sale. Your presses have been entirely satisfactory in operation. They are easy to load and discharge and we are entirely satisfied with the results obtained thru the use of your equipment.

Yours very truly,

THE LIMA PACKING CO.
W. B. Fisher
 President.

WRITE
TODAY

for complete
tailor

SPICES THAT SPICE



*Pure Ground Spices,
Herbs and Seeds will
season sausage as it
should be seasoned*



**THERE IS NOTHING
JUST AS GOOD**



**SON & TAYLOR
COMPANY**

West 22nd Street
CHICAGO, ILL.

FAMOUS for QUALITY *Noted for Sales!*

The national reputation for quality and flavor and selling appeal that distinguishes all HOFFMAN products will prove a valuable asset in your business. Through the addition of profitable HOFFMAN specialties to your regular lines, avenues for additional profits are immediately opened.



**BRAND H/C
THEURINGER**



We have a complete line of Dry Sausage, Dried Beef and imported Corned Beef. An extensive line of each is available. Every product we manufacture is carefully prepared according to our own time tested formulas. The superior quality of all HOFFMAN products evidences itself in *increased sales*—the severest test of any product.

Full particulars of the profits available through the HOFFMAN line may be had without obligation. Write!

**HICKORY BRAND
B/C SALAMI**

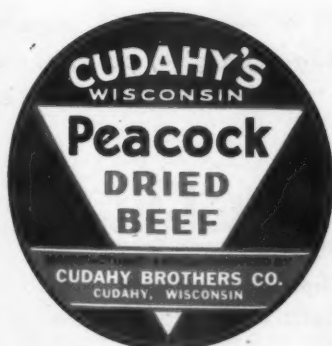


J. S. Hoffman Company
CHICAGO—NEW YORK

Proper TRIMMING ... makes firm SLICES



**Peacock Beef Hams are closely trimmed
... no folding in of loose, rough edges**



Peacock Beef Hams are so closely trimmed before curing that no moulding or pressing is necessary. This trimming leaves no loose ends or rough edges to be turned in and pressed together — no weak spots to break or crumble when sliced. As a result, Peacock Brand Dried Beef is firm, it slices evenly, does not break or crumble . . . But this advantage in slicing is just one of the features which make Peacock Brand outstanding for quality. The Peacock cure is time-tried; many years of experience have proven its reliability. Our beef hams are not cooled or shaped — but cured and smoked under controlled conditions which enable us to produce dried beef of guaranteed quality.

CUDAHY BROTHERS COMPANY, Cudahy, Wisconsin

PEACOCK QUALITY IS GUARANTEED

Worcester Salt Cures Thoroughly

Impurities in ordinary salt clog up the pores of meat. This delays the cure, slows up penetration and increases the tendency of the meat to spoil.

Worcester Salt penetrates thoroughly. It is pure salt and diffuses itself uniformly throughout the meat, giving a perfect cure and a delightful flavor.

After all: "It Takes the Best
to Make the Best"

WORCESTER SALT

[Cubical or Flake]

Worcester Salt Company
71-73 Murray Street New York, N. Y.

Boston
Detroit

Offices:
Columbus Philadelphia
Chicago Buffalo
Charlotte, N. C.

Use this package for QUALITY Sausage Meat

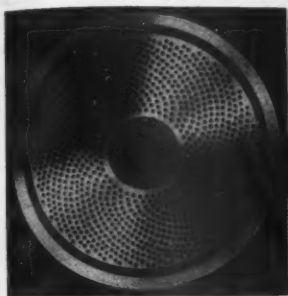


● The food-buying public always has and always will pay more for quality. If you produce quality sausage meat, chili con carne or lard, and want the increased sales volume that only a well-designed, properly colored package can give, put it in the KLEEN KUP — "the package that SELLS its contents."

KLEEN KUP

The Package That
Sells Its Contents

Mono Service Co.
NEWARK, NEW JERSEY



PRACTICAL



SCIENTIFIC

ECONOMICAL

are the new C. Dieckmann's

C. D. ANGLE HOLE REVERSIBLE GRINDER PLATES *Setting the Standard!*

The value of Grinder Plates and Knives is determined by results obtained—not by original cost—results measured by *satisfactory performance, cost of operation, durability and dependability.*

Grinder Plates and Knives maintain their reputation through long years of actual service in the plants of all the largest packers and most prominent sausage manufacturers in this and foreign countries.

[All our plates are guaranteed against all odds.
They will outwear any two other plates.]

THE O. K. KNIVES HOLD THEIR SUPREMACY.
They can be used on all makes of grinders from the smallest to the largest sizes.

Send for price list and description

Specialty Manufacturers Sales Co.

Chas. W. Dieckmann

2021 GRACE STREET

CHICAGO ILLINOIS

THE
"VELVET DRIVE"
COOKER

—is another example of the highly improved, perfected line of meat plant equipment developed by our engineers. It is rugged, compact and powerful. The simplified drive is quiet-running and long lasting. Yet it does not depart from the time-proven basic principles which our long experience has proven to be essential to the successful, efficient operation of such equipment.



Whether for the packing plant, rendering plant, or sausage plant, "when you think of equipment, think of Hubbard."

J. W. HUBBARD CO.

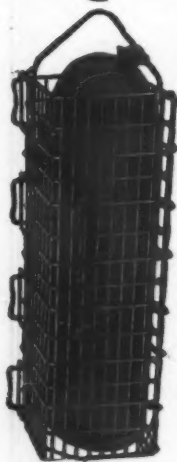
Manufacturers of Complete Equipment for Packing Plants

718-732 West 50th Street

Chicago, Illinois

WHEN YOU THINK OF EQUIPMENT THINK OF HUBBARD

SQUARE SAUSAGE
builds PROFITS!



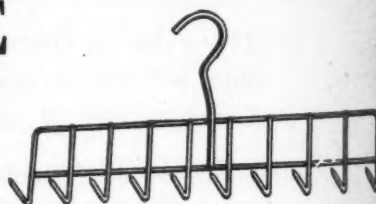
FIVE SIZES

No. 575 4 x4 x14
No. 576 3½x3½x14
No. 577 3 x4 x14
No. 578 3 x3 x14
No. 580 3½x3½x12
Stainless Steel Mold
in one size only—No.
575 KA, 4x4x14

United Molds add attractiveness, selling appeal and convenience to sausage, providing identifying features that build sales, volume and profit. These advantages, provided only by UNITED Square Sausage Molds, will give *your* sausage a definite competitive edge.

All in one piece—no loose pins or parts. Simple, quick, convenient and positive in action. The patented fastener insures *fast* operation. Made of heavy gauge steel wire, electrically welded, UNITED Molds will give perfect service indefinitely. Model No. 575 also furnished in *Stainless Steel*.

Particulars, prices and specifications available without obligation. Write!



UNITED BACON HANGERS

UNITED Bacon Hangers are sturdy, strong and long-lasting. Made of heavy gauge wire, electrically welded into one piece. Built to stand hard wear. UNITED Bacon Hangers offer real advantages for economical operation. Investigate!

**WRITE FOR
DETAILS TODAY!**

UNITED STEEL & WIRE CO.

856 Fonda Ave.,
Battle Creek, Mich.

"LET'S LOOK AT THE RECORD!!"

1. Meats smoked in the proper stockinette retain most of the flavoring fats and juices which make for delicate flavor.

2. Meats smoked in the proper style of stockinette are moulded to a plump, well rounded shape, and shaded to a perfect color.

3. Smoked meats shipped to the retailer in stockinette retain their fresh appearance and color.

4. Beef, sheep, and lamb shipped in stockinette retain their freshness, and fresh, clean appearance.

5. Stockinette used in smoking and shipping frankfurters keeps them from sweat and mold.

1. Meats smoked without stockinette lose these flavoring fats and juices, and, in doing so, lose weight. This shrinkage, in most cases, amounts to 5% of the total weight of the meat cut.

2. Meats smoked without stockinette become blackened, hard, and cracked on the surface, and are not appetizing in appearance.

3. Smoked meats handled without stockinette in shipping become greasy looking, lose the smoke color, and often mold, unless extreme care is used.

4. Large cuts shipped without stockinette become finger marked, and lose their wholesome appearance of freshness.

5. Bunches of franks not handled in stockinette show waste of individual links falling to the floor in the smokehouse and shipping room.

For Further Information and Prices on

**BEEF — SHEEP — LAMB — CALF — HAM
BACON or FRANK BAGS**

Write to C. C. Carroll, Director of Sales at the
Plant, or to the nearest sectional representative.

WYNANTSKILL MFG. CO.

Originators of Stockinettes for Meats

TROY, NEW YORK

Represented by

Fred K. Higbie
417 S. Dearborn St.
Chicago, Ill.

Austin & Meyer Co.
Grant Building
Pittsburgh, Pa.

C. M. Ardizzone
9942 41st Ave.
Corona, L. I., N. Y.

W. J. Newman
1005 Pearl St.
Alameda, Calif.

Jos. W. Gates
131 W. Oakdale Ave.
Glenside, Pa.

Upon request each size of Wynantskill bags will be individually marked so that there will be no confusion in their use.

TWO INEXPENSIVE MACHINES



*Solving
Serious
Problems
in*

**M E A T
P L A N T S**

How the
Circulator Works

Placed in coolers, the Lohman CIRCULATOR gently moves a large volume of air—thus equalizing temperature and humidity, checking mold growth, reducing refrigeration costs and minimizing shrinkage. Immediately stops dripping walls and ceilings. Write for particulars!

Write for full details

WM. J. LOHMAN, Inc.

92 Warren St., New York City

How the Chil-fast Works

Use to lower temperatures of sausage going from smokehouse to cooler—the Chil-Fast Cooler cuts shrinkage, saves refrigeration, speeds up operations. Used after cooling, it brings product up to normal temperature rapidly, preventing sweating and mold formation. Many other uses! Write for details today!



Another Fine Packing House Installs

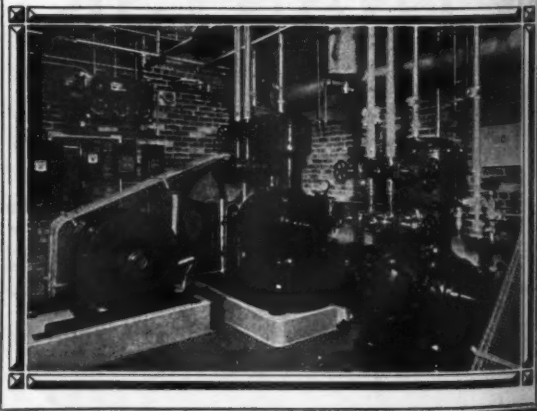


Refrigeration

The Gerhard Lang Meats and Provision Co., of Buffalo, N. Y., after using a steam-driven FRICK machine for 20 years have shown their faith in FRICK equipment by installing two new electric-driven FRICK Compressors together with coils for five cooler, storage, and freezer rooms.

Up-to-the-minute refrigeration—FRICK REFRIGERATION—will prove profitable in your plant, too. Let us tell you about the improved machines, new methods of control, and more efficient cooling equipment now available. Write

Frick Company
WAYNESBORO, PA., U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882



AS A result of the first installation of Rock Cork in 1916 many carloads have been used . . . every slab is still in service."

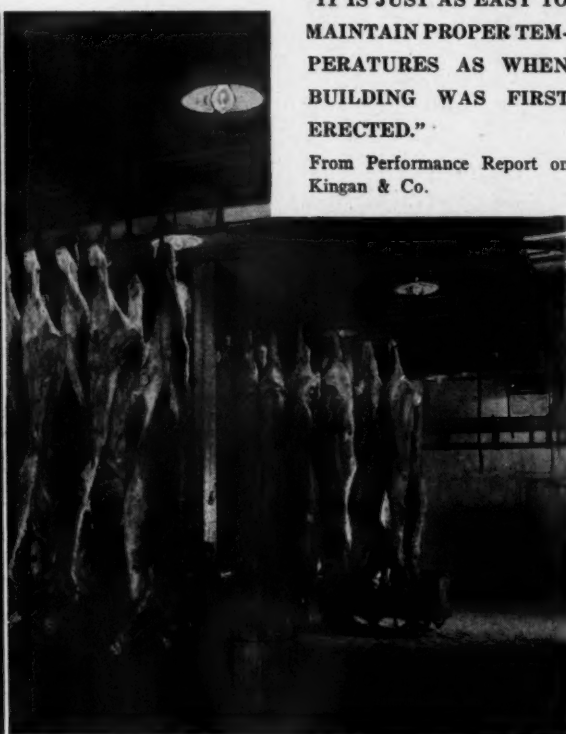
From Performance Report on Kingan & Co., Ray Street,
Indianapolis, Ind. Plant.

THIS PIECE OF
ROCK CORK HAS
FLOATED IN THIS
TANK OF WATER
FOR FIVE YEARS



"IT IS JUST AS EASY TO
MAINTAIN PROPER TEM-
PERATURES AS WHEN
BUILDING WAS FIRST
ERECTED."

From Performance Report on
Kingan & Co.



*Flotation Tests and Service Records
tell the Same Story...*

Rock Cork is Moisture-proof

J-M ROCK CORK because of its mineral composition — in flotation tests as well as in actual service — has shown greater resistance to moisture penetration than any other type of refrigeration insulation. A test on Rock Cork, which has been in continual service for 22 years in a cold storage room, shows moisture absorption of only 2.63%.

By volume, Rock Cork contains approximately 88% of entrapped air — air that cannot circulate due to the minute size of the air spaces. Each tiny air space is completely sealed with a film of water-proof binder, providing almost perfect protection

against the infiltration of moisture.

It is this moisture-proof structure which assures a lasting and highly efficient barrier to the passage of heat under the conditions encountered at low temperatures . . . it is the reason why no other low-temperature insulation equals Rock Cork in maintaining its high insulating value unimpaired.

Lastingly efficient, absolutely sanitary . . . rot-proof . . . vermin-proof . . . odorless and incapable of absorbing odors . . . will not support growth of mould or bacteria . . . Rock Cork deserves your consideration. It will give you trouble-proof

service under every refrigeration condition. This truly modern insulation has been time-tested in more than 23 years' service in all types of refrigeration construction. For full particulars, write to Johns-Manville, 292 Madison Avenue, New York City.

Johns-Manville



Rock Cork

Johns-Manville Insulations are available for all temperatures from 400° F. below zero to 3,000° above.


RESULTS

Packer A
"have chopped over 700,000 lbs. of pork with these plates and they still remain as sharp as the first day we used them."

Packer B
after chopping over 125,000 lbs., says of the Hook-eyE Process Plate—"it has not been resharpened and there are no signs at present of its having to be."

Packer C
has been using a Hook-eyE Process Plate since last December—"with much satisfaction."

Hundreds of packers and thousands of retail markets give highly complimentary indorsements.



TRADE
HOOK-EYE
MARK

CHOPPER PLATES

—TIME TESTED!—

A Plain Statement of FACTS

1. Hook-eyE Process Chopping Machine Plates during the past five years have established an almost unbelievable record for service in large and small sausage plants. *Not one has been returned to be resharpened.*
2. Our Guarantee—If and when any Hook-eyE plate becomes dull within five years from date of purchase we will resharpen it without charge provided it has not been sharpened or altered by others. The same guarantee applies to replacements because of defective material or workmanship.
3. Actual comparison shows that the average cost of using old style plates is more in two years, than the cost of Hook-eyE plates in five years. Additional savings resulting from uniformity of product and uninterrupted service of our plates is incalculable but very real.
4. Look for the words Hook-eyE stamped on the back of the plate. The Hook-eyE trade-mark has been the "Sterling" mark of quality on meat saws for over thirty years, and now we make this famous "permanent" plate under the same trade-mark.

Write today for full particulars showing how easy it is to try a Hook-eyE plate, without obligation, in your own machine no matter what the make or size.

ATLANTIC SERVICE CO., Inc., 711 Caton Ave., BROOKLYN, N. Y.

The E. Kahn's Sons Co.

BEEF AND PORK PACKERS

"AMERICAN BEAUTY"

Hams and Bacon

Straight and Mixed Cars of Dressed Beef, Calves and Lambs

Send us your inquiries

PHONE KIRBY 4000

CINCINNATI ♦ ♦ OHIO

ON T
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Food.
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and el
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protec
tions
disint
and w

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the re
serve
Corpo
Office

Food



on the doorstep

ON THE streets of the nation's cities, motor trucks play the final part in delivering the world's most precious commodity . . . Food. Gold and silver give right of way to the Food industry's delivery service. Here is the last phase of Dry-Zero's protection in the transportation of perishable food. It gives assurance of delivery to the consumer's doorstep in perfect condition—unaffected by excess cold or heat.

Light city trucks for retail delivery, or huge leviathans of the highway place a premium on dependable insulation that is light and efficient. Light, because the watchword of delivery service is "economical operation"; efficient, because the load must be protected. Dry-Zero Blanket Insulation meets these specifications as no other commercial insulation does. It will never rot, disintegrate or give off odors. It is highly resistant to moisture and will outlast the truck in which it is used.

The Food Industry has approved Dry-Zero Blanket. If you have the responsibility for transporting perishables, learn how it can serve you. Write for a free, informative booklet. Dry-Zero Corporation, Merchandise Mart, Chicago, Illinois. Canadian Office—677 Broadview Avenue, Toronto.

- if it is perishable
Dry-Zero will protect it



A modern, distinctive, Dry-Zero insulated job built by Giffel Body Mfg. Co. of Terre Haute, Ind. and mounted on a B & J Trailer. Giffel is a well-known builder of quality trucks and is enthusiastic over the efficiency of Dry-Zero.

DRY-ZERO

The Most Efficient Commercial Insulant Known

CHILL ROOM INSULATION

receives exceedingly hard service!

If it is insulated with M&S Corkboard, installed by our trained Erection Men, it will give years of Good Service. Packers know the exceptional qualities of M&S Corkboard. It does not obligate you to permit our submitting an estimate on your insulation requirements. Sign the coupon below today!

Send the coupon!

MITCHELL & SMITH, INC.
9469 Copland Avenue
Detroit, Michigan

ATTENTION
Insulating Division

Please send us information on:

- ☐ M. & S. Pure Corkboard
- ☐ Pipe Covering
- ☐ Regranulated Cork
- ☐ Erecting Cork Room Complete

We will be in market for Insulation about.....193..

Have your representative call about.....193..

Your Name.....

Firm Name.....

Address.....

MITCHELL & SMITH, Inc.
9469 Copland Ave. Detroit, Mich.

*MITCHELL & SMITH Corkboard is made in
Detroit, Michigan, U. S. A.*

A REVELATION in the SHIPMENT of DRESSED BEEF and PACKING HOUSE PRODUCTS

By the Use of

MATHER PATENTED LOW TEMPERATURE REFRIGERATOR CAR

in which a temperature of from 30 to 35 degrees Fahrenheit is maintained for long distance shipments in the hottest climate and with a large SAVING of ICE.

An entirely new system of insulation and construction by which any openings in the insulation caused by Vibration or Shocks to the car are automatically taken up while in transit which enables us to maintain this low temperature under all circumstances. Full steel under-frame and steel superstructure construction insures uninterrupted service.

Leases made on favorable terms for one car or more.

Best of references from users furnished

MATHER STOCK CAR COMPANY
326 N. Michigan Ave., Chicago, Ill.

A B C ' S

of Refrigerator Body Building

1. What kinds of perishable products are to be transported?
2. What temperatures are required for various products?
{Write for Haircraft Ideal Temperature Chart}
3. What section of the country are trucks to operate?
4. What are state regulations as to length — width — height — weight through which trucks will move?
5. What are product destinations — short hauls with frequent opening of the doors or long hauls with doors closed?
6. Type of refrigeration to be used — wet ice — dry ice — mechanical refrigeration.
7. What make chassis is body to be mounted on, and is tire capacity large enough to carry gross weight including chassis—body and load?
8. What is the desirable load and body distribution on the rear axle?
9. What advantage has a wheel housed body over a body not equipped with a wheel housing?
10. What colors for painting units are most desirable to reflect sun's rays?



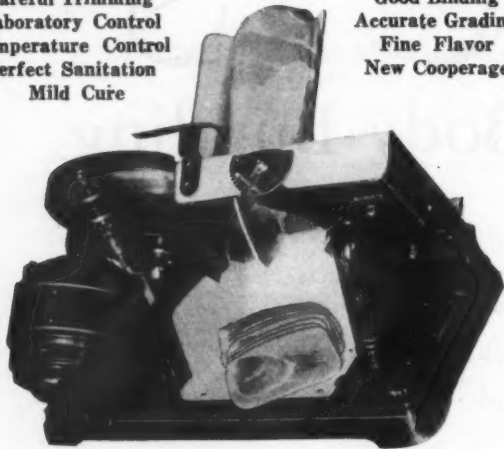
A Division of WILSON & CO.
4100 South Ashland Avenue
CHICAGO, ILLINOIS

Our Research and Engineering Departments are at your service

**Factors Which Insure Uniform Quality in
all of Oscar Mayer's S. P. Hams**

Good Selection
Careful Trimming
Laboratory Control
Temperature Control
Perfect Sanitation
Mild Cure

Uniformity
Good Binding
Accurate Grading
Fine Flavor
New Cooperage



Good Binding Qualities

ONE of the first essentials in an S. P. Ham for boiling is that it have good binding qualities. Factors which have a tendency to destroy adhesive properties and produce crumbling in the ham have been eliminated from the cure of OSCAR MAYER APPROVED S. P. HAMS. Therefore, finished products made from Approved S. P. Hams are firm and solid, and produce full slices.

We specialize in curing S. P. Hams, Picnics and Dry-Cured Bellies. Write for information.

Oscar Mayer & Co.,
Madison, Wis.



OSCAR MAYER'S
DEPENDABLE CURED MEATS



NIAGARA
HAMS and BACON

WHITE ROSE PURE LARD

JACOB DOLD PACKING CO.

Buffalo - Omaha - Wichita - Liverpool



Outside Dimensions:
6'6" x 6'6"

Patent Nos.
1524533—1554905
1543596—1704650
Other patents pending



BRAND'S
New System
Rotary Oven

Low-priced, highly-efficient.
Produces fine flavored meat loaves
and roasts at low cost.
Two sizes, 36 and 60 loaf capacity.

Savings for YOU

Absolutely \$1500 to \$2500 per year

You can pay for it in **ONE YEAR**
out of the savings it returns to you.

Here's How

- 1—Reduces fuel bills 10% to 20%.
- 2—Reduces labor costs 33% to 50%.
- 3—Reduces smoking shrink 1% to 5%.
- 4—No condensation or drip.
- 5—Fits your present cages or trees.
- 6—Eliminates throwing away, or re-chopping burst sausage products.
- 7—No artificial coloring necessary.

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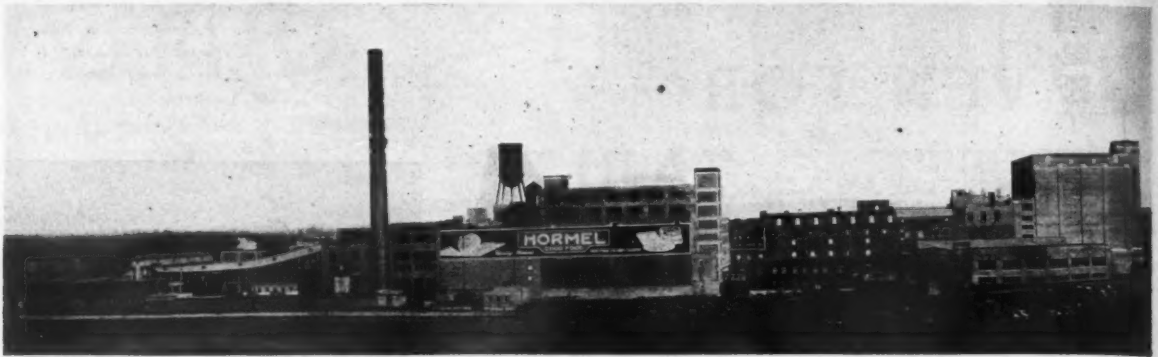
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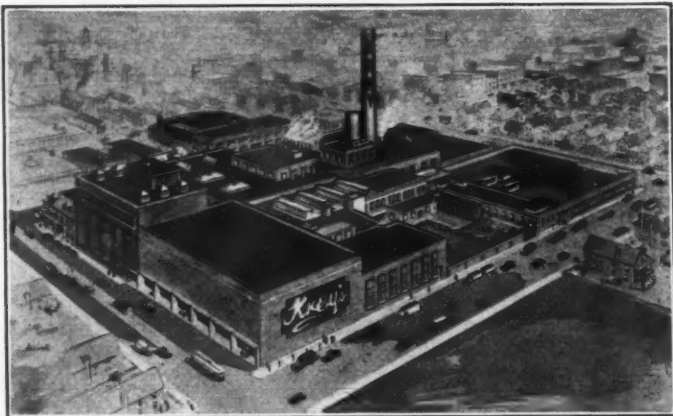
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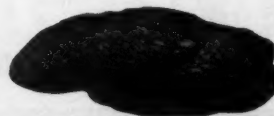
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H.P.S. NEWS

C. CARR SHERMAN, Editor

Vol. 3

NOVEMBER 19, 1932

No. 15



Every once in a while, some visiting fireman from a distant land tells us we don't know how to enjoy eating. But let him drop into one of our thousands of fine old restaurants—say, one featuring German cooking—and hear him change his tune!

Incidentally, the meat he selects in one of those fine old restaurants is quite likely to be some product of Oscar Mayer's—for your true epicure, restaurateur or patron, looks on Oscar Mayer's "Approved" Brand with a very partial eye.

Just as the Government approves the products produced by Oscar Mayer & Co., so the executives of that organization place their approval only upon quality ingredients, selection and processing methods which result in products that are the perfection of an art. It follows that the consuming public has placed its approval on the brand so aptly named "Approved."

Many successful retailers, restaurants and purveyors have built their business around the quality insured by the "Approved" brand.

Now That the Convention Has Passed Into History ---

We are all back home again, making the most of suggestions and knowledge gained during the worthwhile days in Chicago.

Purchasing, no less than selling, has become a fine art. Right buying means as much to a packer as good salesmanship.

Many important packers have already adopted H. P. S. White Oiled Loin Paper, H. P. S. Packers Oiled Manila and H. P. S. Freezerwrap—and others are rapidly following this important trend of economy.

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CHICAGO

THE NATIONAL Provisioner

THE MAGAZINE OF THE
Meat Packing and Allied Industries

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OFFICIAL ORGAN OF THE INSTITUTE OF AMERICAN MEAT PACKERS

Vol. 87. No. 21

NOVEMBER 19, 1932

Chicago and New York

Meat Industry Marks Its Milestones

*Analysis of Its Need and Its Shortcomings
Adventure in Cooperation and Development
Advancement Follows When Lessons are Learned*

MEAT packing has traveled a long road in the past twenty-seven years — a road that has led upward toward the goal of cooperation and confidence.

When the first small group of packers met in Chicago more than a quarter of a century ago, each was suspicious of the other. Each had a mental reservation as to the desirability of cooperating with the other, and whether or not that cooperation might not result in more harm than good.

There were at that time external influences of such a character as to force packers together. And as they learned to know each other, to realize that each was striving in his own business for practically the same thing, that competition was not affected but if anything stimulated, suspicion began to fade and a spirit of cooperation took its place. The stage has now been reached when understanding and cooperation for the common welfare should dominate all other considerations in the industry.

Three Keynotes of Progress

ANALYSIS, ADVENTURE and ADVANCEMENT marked this more than quarter century period.

The men in the industry who pioneered in cooperation, and those who joined with them as the years progressed, found it necessary not only to ANALYZE themselves and their organizations in relation to the entire meat packing industry in this country and abroad, but to ADVENTURE into an uncharted wilderness of business where many handi-

caps were to be found, but wherein steady ADVANCE marked their way.

It is around the developments of this period, dictating the trends of the future, that President Woods built the program of the twenty-seventh annual convention of the Institute of American Meat Packers, held at the Drake Hotel in Chicago, November 11-15, 1932. The three dominating influences marking the period controlled the program grouping.

Great progress has been made in the building and equipment of packing plants, in the merchandising of product and in industrial self-regulation during this period. This is in the nature of ADVENTURE, in which the history of the past points to direction of the future.

Service to the Public

ADVANCEMENT requires new inventions; better manufacture and merchandising which will realize fully the inherent advantages of packinghouse products in relation to the healthfulness and welfare of the people; a more profitable selection of customers by each packer, which will build up for the industry as a whole better results on its investment and effort; and a closer relation between raw material production and finished product marketing — the realization through these major branches of the goal of high service to humanity as the right of the nation's first industry.

In analyzing the industry in this twenty-seven year period John W. Rath, Chairman of the Board,

called attention to the great strides that have been made in cooperation and understanding and in seeking the common good. He pointed with pride to the part the industry has played during the past three years of adverse economic conditions and said that "ours is a business of which we can well be proud."

During this period the packing industry has continuously operated its plants, retaining people on its pay rolls while other industries have not been so fortunate. Not only have workers been employed, but the industry has bought great volumes of supplies, it has provided business for the railroads and made more jobs, and it has furnished a continuous market for livestock. While none of these have been accomplished to the entire satisfaction either of the meat packing industry or those with whom it traded, because of the extremely adverse conditions over which it had no control, "under present conditions the packers have served the public better perhaps than any other industry."

The Many-Sided Meat Packer

Mr. Rath made an interesting analysis of the modern day packer. In addition to his being a factor in his community, where he must take a place of leadership in all civic affairs, he must be a composite man so far as his business is concerned.

He must have some of the attributes of a farmer, because he must know livestock. He must have some of the attributes of a banker to finance his undertaking. He must have some of the attributes of an engineer to build and equip his plants. He must have the best attributes of a merchant to sell his products. And above all he must have all of the attributes of a diplomat.

As the basis of the industry's successful adventure into the future Mr. Rath pointed to the need for finding a means of regulating production of livestock and securing the cooperation of the producer in adjusting this production to correspond with consumer demand; the orderly marketing of livestock; enlarging the market for products; better selling and distribution methods; and the development of a practical program for giving increased publicity to the merits of meat food products.

Advice from a Veteran

As a witness of the changes which have taken place in the meat packing business over a period of fifty-six years that packer veteran James G. Cownie, of the Jacob Dold Packing Company, Buffalo, N. Y., urged each packer of the present day as a part of the Analysis program to commune with his common-sense self and find out what is wrong with his business and the industry as a whole.

He believes that as the packer questions himself

he will find that he is too willing to meet any and all kinds of competition to get business; that after he prepares and merchandises his product he has nothing for himself; and that his habit of letting his by-products departments pay his costs and earn his profits has proven an unreliable practice in these years when by-products are liabilities rather than assets. When all packers follow the dictates of their common-sense selves, Mr. Cownie believes the industry will yield profits of reasonable dimensions to all.

Cause of Bad Merchandising Results

The field of merchandising packinghouse products is full of Adventure. It is well recognized that operation in the packing industry has been standardized to a higher degree than merchandising. Part of this is due to the inherent qualities of meat which are such as to influence adversely merchandising efforts on its behalf. "If meat tasted like parsnips," said Wm. Whitfield Woods, President of the Institute, "merchandising methods in the meat packing industry would have been developed more rapidly and to a higher state of perfection."

Mr. Woods believes that some of the unsatisfactory results experienced by the industry have been due not so much to the cost of the raw material as to the fact that the products are sold too low. During the year just ended cutting losses were prevalent at almost every price level, indicating that the problem is not one of levels but of margins.

The packer is concerned at the low cost of livestock, and if a word from him could change this situation that word would be gladly spoken, not only on behalf of the producer but on behalf of the packer. Steps are being taken in the industry to make cost finding methods more uniform, and in this way to help wipe out as far as possible wide ranges in cost that have such an upsetting influence on markets.

Mr. Woods pointed to the fine record of the industry during the fiscal year just closed, when it marketed at home the largest quantity of product ever marketed in the history of America, and wound up the year with a little more profit than the year before.

Adventures in Profit and Loss

Another Adventure is in the field of profit and loss. Some economists and financiers are of the opinion that the troubled waters surrounding this adventure find their source in paper profits, and this subject constituted one of the most interesting and fundamental discussions of the convention program. Present systems of accounting which do not segregate paper profits, and show them for what they are, are believed to have a bad psychological influence. A business is too prone to be

elated or depressed by profits or losses that are only paper. Two adverse influences of paper profits are in expansion during a long period of increasing paper profits and a tendency to disregard money margins because paper profits are good.

The setting up of paper profits in a separate account for use in balancing inventory losses in a period of falling prices is advocated. If they are in the general account they are likely to be drawn upon as though they were actual money profits.

It is cash profits that count. "We are only misleading ourselves when we feel rich on rising prices and poor on falling prices," said J. M. Chaplin, comptroller of Swift & Company. The big question is, "Are we getting a fair merchandising profit?" It is important to know on a rising market whether profits are just paper profits, or whether the higher price is yielding an actual as well as a paper profit.

Sales Profit at All Times

This speaker expressed the belief that, if dividends of a company were dependent only on the merchandising profit, it would help to stabilize profit; that management should insist on a merchandising profit at all times, keeping informed of paper profits and merchandising profits and basing operation and expansion only on merchandising profit. The only function of paper profits is to offset inventory losses in declining markets, until such time as the packer goes out of business, when he can realize on his paper profits.

If paper profits were fully understood and properly regarded it would be of great benefit to the economics of the meat packing industry.

Perhaps no one Adventure has contributed so materially to improved merchandising in the meat packing industry as the efforts at self-regulation which have been under way during the past three years under the code of trade practices adopted by the industry with the advice and consent of the U. S. Department of Agriculture, the government department exercising regulatory control over the industry. This self-regulation was pointed to by Oscar G. Mayer, chairman of the Institute's committee on interpretation, as "more than a matter of discipline. It is a means of attaining a desired result."

Progress in Trade Practice Work

Many encouraging things have developed in the three years during which this self-regulation has been under way. Packers seek advice before new practices are put into effect, others discontinue a practice when questioned and found doubtful, and still others interpret the code for themselves and abide by it to the letter as well as in the spirit. Of the one hundred and forty cases which have come under question, only one has been submitted

to the Secretary of Agriculture. All of the others have been regulated within the industry.

Mr. Mayer pointed to the danger of border-line observance of the code, which has been evident in a few cases, and felt that possibly some additional rules for self-regulation would eventually prove desirable. "We have built up a magnificent piece of self-regulation," he said, "which has saved us large sums of money and which will be increasingly useful as time goes on."

Lard Gets its Day in Court

In the field of Advancement some of the inherent qualities of one major product of the meat packing industry were interestingly discussed and illustrated during the convention. So many adverse things have been said about lard that some of those who are manufacturing it are actually beginning to believe these things are true.

Shortening value is an inherent quality not always appreciated. Methods of testing shortening value of different fats were demonstrated at the sessions by showing the breaking strength of wafers baked with lard and with vegetable shortening which bore out the results of thousands of laboratory tests showing lard to have great superiority as a shortening agent.

This demonstration, and the many facts presented regarding the value of lard as a cooking, seasoning and baking ingredient, all pointed to the need for the industry to make further effort to produce a lard of uniformly high quality at all times, and to merchandise this lard on the basis of its superior qualities.

There is no place for the defeatist attitude in lard manufacture and merchandising, and no place for an understanding of lard as a necessary evil in the industry. It is one of the most extensively-produced products and one capable of yielding material return to the industry as a result of uniform effort in manufacture and merchandising.

Hog and Pork Prospects

Because hogs require so much manufacture in the production of pork, provisions and lard, and because these products take such an important place not only in the domestic but in the export market, the outlook for this raw material during the coming year is of a great deal of concern in industry advancement. Consequently much interest was shown in a detailed survey of the hog situation both at home and abroad, and the outlook for the future of what could be expected in the way of supplies of raw material as well as markets for the finished product in 1933. These were traced carefully by C. A. Burmeister of the U. S. Department of Agriculture.

Supplies of hogs from October, 1932, to April, 1933, are expected to be smaller than those of a

year ago, but average weight heavier and consequently decrease in total pork and lard production less than the decrease in hog numbers. Supplies from May to September, 1933, are expected to exceed those of this year.

In neither of these periods would the supplies be excessive for normal conditions, but consumer purchasing power is at very low levels, and early prospect for increase in export outlet is not bright. In the marketing year 1933-34, which begins October 1, 1933, burdensome supplies of hogs are expected, according to the review presented. Packers, therefore, are furnished the basis for their operations in this period.

Cattlemen Favor Packer Retailing

Western range cattle producers believe the packer should retail meat, and thus correct an "erratic and unduly expensive system of merchandising meat," according to F. E. Mollin, Secretary of the American National Livestock Association. He believed the packing industry was in position to wield a great influence, to promote truth in merchandising, to stimulate larger buying, to bring about quick turnover, and to carry on retail operation at smaller margins of profit.

Future of the livestock and meat industry is "what we make it," Mr. Mollin said. Divided into groups each seeking selfish interests, progress and profit will be limited. United, the field of progress is almost unlimited.

Retailers Fear Only Bad Competitors

Belief that livestock production, meat packing and meat retailing were each only units in one great industry was expressed by Martin Cooke, of the Hudson County Meat Council, of Hoboken, N. J. Mr. Cooke said his part of the industry was needing the same protection the packer and the producer needed, and that was protection from the unscrupulous retailer.

These are only a few of the highlights of Analysis, Adventure and Advancement in a four-day program of sectional meetings and convention sessions, packed full of interest and information for executives, operating men and merchandising heads. It gave them the background of their industry progress in more than a quarter of a century, sketched new fields of advance entered and still in prospect, and outlined some of the virgin fields where the composite industry is sure to find much adventure in seeking its goal of furnishing 120,000,000 people with one of its principal foods at the lowest cost possible, and at the same time re-

turning to each branch of that industry a fair wage for its hire.

Institute Mans Its Machine

Officers elected for the ensuing year, including directors who hold over in the one-year and two-year classes, are as follows:

Chairman of the Board—John W. Rath, Rath Packing Co., Waterloo, Iowa.

President—Wm. Whitfield Woods, Institute of American Meat Packers, Chicago.

Vice-Chairmen—E. A. Cudahy, Jr., Cudahy Packing Co., Chicago; B. C. Dickinson, Louis Burk, Inc., Philadelphia, Pa.; Jay C. Hormel, Geo. A. Hormel & Co., Austin, Minn.; Chester G. Newcomb, Lake Erie Provision Co., Cleveland, O.; George A. Schmidt, Stahl-Meyer, Inc., New York City.

Treasurer—Harold H. Meyer, H. H. Meyer Packing Co., Cincinnati, O.

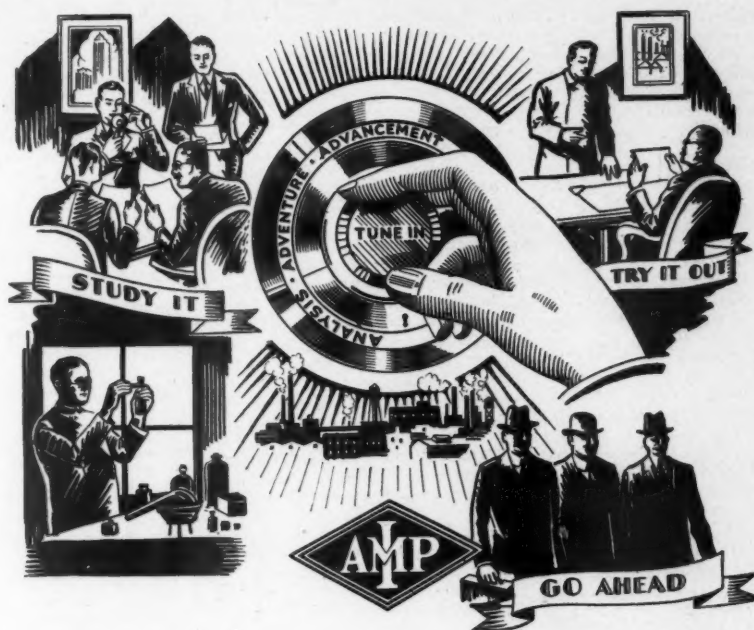
Central Administrative Committee—E. A. Cudahy, jr., Cudahy Packing Co., Chicago; T. George Lee, Armour and Company, Chicago; Oscar G. Mayer, Oscar Mayer & Co., Inc., Chicago; George A. Schmidt, Stahl-Meyer, Inc., New York; F. S. Snyder, Boston; G. F. Swift, Swift & Company, Chicago; Thomas E. Wilson, Wilson & Co., Chicago; and John W. Rath and W. W. Woods, ex-officio.

Institute Plan Commission—Thomas E. Wilson, Wilson & Co., Chicago, Chairman.

Directors (3 year term)—Jay E. Decker, Jacob E. Decker & Sons Co., Mason City, Iowa; W. E. Felin, John J. Felin & Co., Inc., Philadelphia, Pa.; T. Henry Foster, John Morrell & Co., Ottumwa, Iowa; T. George Lee, Armour and Company, Chicago; Geo. N. Meyer, Meyer Packing Co., Indiana, Pa.; E. J. Engel, Mickelberry's Food Products Co., Chicago.

Directors (2 year term)—Oscar G. Mayer, Oscar Mayer & Co., Chicago; T. P. Breslin, Standard Packing Co., Los Angeles, Calif.; W. F. Schludenberg, Wm. Schludenberg-T. J. Kurdle Co., Baltimore, Md.; Thomas E. Wilson, Wilson & Co., Chicago; Samuel Slotkin, Hygrade Food Products Corp., Chicago; Frank A. Hunter, East Side Packing Co., East St. Louis, Ill.

Directors (1 year term)—Charles E. Herrick, Brennan Packing Co., Chicago; G. F. Swift, Swift & Co., Chicago; Louis W. Kahn, E. Kahn's Sons Co., Cincinnati, Ohio; Frederic S. Snyder, Boston, Mass.; John R. Kinghan, Kingan & Co., Indianapolis, Ind.; E. C. Andrews, Jacob Dold Packing Co., Buffalo, N. Y.



Proceedings of the Convention

First Session

Monday, November 14, 1932.

The opening session of the 27th annual convention of the Institute of American Meat Packers convened at ten-thirty o'clock, Mr. John W. Rath, Chairman of the Board, presiding.

CHAIRMAN RATH: It seems like old times to meet so many of our friends again on this annual occasion, and I hope we will feel well repaid for the time spent at this convention. What few words I have to say I will read, if you will bear with me.

Since October 1, 1906—a period of 26 years—American meat packers have met annually in convention. The first meeting was held in the Grand Pacific Hotel in Chicago, and was attended by about 35 or 40 packers, the speaker being among those present.

In those days it was difficult to secure cooperation of members. It was seldom that a meeting of packers was held oftener than once a year. Everyone was suspicious of his competitor, but I am pleased to say this distrust has since largely been removed.

I remember distinctly that one of the questions discussed at that first meeting was the gross weight of lard in tin packages. At that time lard in tins was sold at gross weight instead of net weight. Some of us thought that practice was carried to an extreme, and that we should do something to correct it. Later this was corrected by the net

weight law. Now no one would consider going back to the old custom, even if it were permitted.

We had many problems then, but it was difficult to obtain combined effort to deal with them. As contrasted to those experiences, it is a pleasure to attend a meeting now and to see how interested all packers are in the common welfare. Men of the greatest responsibilities and large affairs give unstintedly of their time and thought

in considering problems of mutual interest—time they can ill afford to take from their business. But they give their efforts in the hope that something can be accomplished for the industry.

Employment Maintained.

The more I associate with the members of this Institute, the higher regard I have for the men who compose it.

Ours is a business of which we may well be proud. Notwithstanding the fact that profits have been unsatisfactory, there is compensation in the fact that during these difficult times the packing industry has operated its plants continuously, retaining people on the pay roll, while the employees of other industries have not been so fortunate. Not only have our own people been employed, but by doing a larger volume of business than last year we have increased our purchases of necessary supplies, have furnished more business to the transportation agencies, and in many other ways have contributed to the employment of others.

In addition, we have furnished a market for livestock. It is true that prices have been very low, but there always has been a market available. This cannot be said for all commodities. While the prices have been unsatisfactory to producers, prices for the products of livestock have also been unprofitable. Under present conditions, packers have served the public better, perhaps, than any other industry, and have improved their products and sold them for less than ever before.

Wherever there is a packer, you will



JOHN W. RATH
(Rath Packing Co., Waterloo, Ia.)
Chairman of the Board of the Institute.

find him among the leaders in his community, taking a prominent part in every worthwhile civic activity. Through the school of experience he has been taught to keep his equilibrium under even the most trying circumstances. He seems to do good for everyone but himself.

Attributes of a Packer.

To be a packer one must be a sort of a composite man—something similar to composite photographs. This composite man should have in him the attributes of a farmer, to know livestock; the attributes of constructionist, to build his plant and buildings; the attributes of a banker, to finance his operations; and the attributes of a merchant, properly to sell his product. With all of this, he must be a diplomat, as he works between the producer and consumer and must try to satisfy both.

Packers are often accused of showing poor judgment and little discretion in the operation of their business. In fact, we sometimes accuse each other of those faults. This brings to mind a story in one of John Hall's pink sheets:

A certain packer who was suffering with toothache called on his dentist. After looking him over, as is the custom of dentists, he suggested that one tooth be removed, whereupon the packer remonstrated. The dentist suggested an anesthetic. The packer asked whether he would feel any pain if he took an anesthetic. "No," replied the dentist, "that's why we give it." The packer then asked, "If I take an anesthetic, how long will it be before I know anything?" The dentist looked over the packer and replied, "Aren't you expecting a good deal from an anesthetic?"

The present Institute of American Meat Packers is the successor of the old American Meat Packers' Association. Beginning with the date of the new organization, progress has been more rapid, and particularly under the leadership of our president and chief executive W. W. Woods. He is particularly well fitted for such a position. He is resourceful, energetic, tactful and, withal, has force of character and the courage of his convictions—not only the courage of his convictions, but the reasons for them. He has built around him an organization the members of which are a credit to the industry. They are doing good work, and I am sure we all appreciate their efforts.

Institute Activities.

Next to the membership itself, the Executive Committee is the body of highest authority. It is made up, as you know, of officers and directors of the Institute. The Institute endeavors to reflect and carry out the views of its members as expressed by the majority, and I am sure the officials invite and welcome constructive criticism. We should all bear in mind that, if we do not agree on all policies and methods of the Institute, even in our own individual organizations there are often differences of opinion.

The Central Administrative Committee consists of 9 members selected from the various companies, including those of all sizes, and also representing the country geographically. The Central Administrative Committee passes on many important questions of general policy arising between the meetings of

the Executive Committee and needing to be answered before the Executive Committee has another session. I must say that the members of both the Executive Committee and the Central Administrative Committee have served you well this past year. There have been frequent meetings for the consideration of important subjects, and in most cases they were attended by the full committee.

It is needless and unnecessary for me to discuss the various activities carried on by the Institute and the work of the committees under its guidance. Most of these you are familiar with, as you are represented on some of these committees by members of your own organization. However, there are some I would like to mention.

One of the most important programs undertaken by the Institute was the adoption of the Code of Trade Practices. Probably there is no other project that has done as much for each and every member as the enforcement and observance of this code. A great deal has been accomplished in the elimination of bad practices and the strengthening of good ones. The present Committee of Interpretation and Appeal is to be commended for its accomplishments.

The Export Situation.

The Business Survey Committee's reports, made monthly, give an analysis of stocks of products, trade conditions, estimates of future livestock supplies, and a review of the export situation.

An effort to improve sales methods is another activity. One of the problems that is constantly recurring, and which is quite acute at this time, is the matter of exports. This is of great importance to every member, regardless of whether he is an exporter. If those packers who have export connections can sell abroad a part of their output, that lightens the load on the domestic market. So whether or not our individual plants have export trade, we do have a vital interest in that outlet, and

it concerns the livestock producers as well.

To show how this export picture has changed, let me remind you that in Germany in 1921 the inspected slaughter of hogs was 6,825,000; in 1931, ten years later, it was 20,488,000.

Denmark in 1921 slaughtered 1,641,000 head; in 1931, 7,343,000 head.

Foreign Tariffs Increased.

The foregoing figures are indicative of what has happened throughout all Europe. Not only has livestock production increased, but new restrictions and higher tariffs have been imposed on American pork products.

For instance, in Germany the import duties on pork and pork products, in United States currency, have been as follows:

Fresh pork—In 1925, \$2.27 per cwt.; in 1931, \$5.94 per cwt.

Hams and shoulders—In 1925, \$12.97 per cwt.; in 1931, \$16.22 per cwt.

Lard—In 1925, \$.65 per cwt.; in 1931, \$1.08 per cwt.

Also, under the foreign exchange restrictions now in force, it is possible to obtain exchange for only 50 per cent of the amount of imports of the commodity in question brought in by German importers during 1931.

In the United Kingdom, the duty on lard and canned meats is 10 per cent ad valorem, and the government now proposes to restrict the imports by quotas under the Empire Preference Plan.

Mexican Market Closed.

Take the countries nearer home: Mexico has an import duty on our hams and bacon of \$7.78 per cwt.; on loose lard—that is, in tank cars—\$3.25 per cwt. The Mexican duty on package lard practically prohibits the importation of this product from the United States.

In Cuba, in March, 1932, the duty on pork lard was increased from \$10.80



EXPORT PROBLEMS A TIMELY TOPIC.

Members of the Institute Foreign Trade Committee gather for a conference. Seated, left to right—Vice president W. W. Shoemaker, Armour and Company, and Charles E. Herrick, president Brennan Packing Co. and chairman of the Foreign Trade Committee. Standing, left to right—M. Rosenbach, Wilson & Co.; Robert Mair, Swift & Company; James G. Cowrie, Jacob Dold Packing Co. Missing was veteran George Marples, Cudahy Packing Co.



H. HAROLD MEYER

(H. H. Meyer Packing Co., Cincinnati, O.)
Treasurer of the Institute.

per 100 kilos, or \$4.90 per cwt., to \$18.40 per 100 kilos, or \$8.35 per cwt. In addition, the new tariff provides that each year for five years the duty on pork lard will increase 5 per cent.

In Canada, import duties are as follows: Live hogs, \$3.00 per cwt.; fresh pork, \$5.00 per cwt.; bacon and hams, \$5.00 per cwt.; lard, \$2.00 per cwt.

These are some of the reasons why everybody in the packing industry should be interested in the export situation. Dealing with this subject is a problem for the entire industry and cannot be handled by individual companies.

During the year, in keeping with the times and in step with the members of the Institute, the staff consented to a reduction in salaries. Some activities of the Institute have also been rearranged and others curtailed, thus effecting a saving which, in the aggregate, will make a total reduction in the expense of operating the Institute of about \$70,000.00 per annum. A substantial part of the savings thus made are being passed on to the members by allowing a credit on each payment of dues during the next fiscal year.

Low Prices Add to Problems.

This has been a strenuous year; in fact, we have had several such years in succession. In 1931, the prices on our products declined an average of 40 to 45 per cent. Some of us thought they had then reached bottom. The year that has just closed witnessed a decline from last year of another 35 to 40 per cent. For instance, according to THE NATIONAL PROVISIONER DAILY MARKET SERVICE price lists, on October 30, 1931, average price of hogs in Chicago was \$4.75; on November 1, this year, average price was \$3.15.

S. P. regular hams, 12/14, on the same date a year ago were 12½c; on November 1 this year they were 7½c.

D. C. bellies last year were 10c; this year they were 7c.

D. S. Bellies last year, 20/25 lbs.,

were 7½c; this year they were 4½c.

Fat backs, last year were 7½c; this year they were 3½c.

Loose lard last year was 8½c; this year it was 4½c.

It is not necessary to remind this meeting of these changes; we all know through bitter experience just what has happened.

Prices of our products are now so low that we must go back to 1878 to find a parallel. For our own good and for the good of the livestock industry, we hope the upturn will not be long delayed.

Some Things to Be Done.

The problems of this industry are numerous. We are making progress, but there still remains much to do. Some of the questions that should have our consideration are these:

1. Adoption by the producers of livestock production in accordance with consuming demand.

2. Orderly marketing of livestock, making for stability of prices.

3. Enlargement of the market for products.

4. Better selling and distribution methods.

5. A practicable program for giving increased publicity to the merits of meat food products.

These and many others require our earnest thought and cooperation.

They cannot be solved by any one man or any one packing company, no matter how large it may be. I am sure we all realize that only through an organization such as the Institute can this work be carried on successfully. Your continued loyal support will make this possible.

CHAIRMAN RATH: Next is the report of the Treasurer on our financial operations for the past year.

Treasurer's Report.

H. Harold Meyer, treasurer, read his financial report which, upon motion duly seconded, voted upon and carried, was referred to the administrative committee.

CHAIRMAN RATH: The next feature on the program, I think, is one of the most interesting that we have at these annual conventions. This is presentation of gold and silver buttons to those who have been in service in this industry for 25 and 50 years.

The gentleman who is going to award these buttons is a man who long time since has passed 25 years of service in the industry. He is not quite up to the 50-year button, but he is on the way. He knows as well as anybody what it means to serve in this industry for from 25 to 50 years, and I have great pleasure in introducing Frank Hunter. (Applause)

FRANK HUNTER: Thank you, Mr. Rath. I think we had better have some three-eighths' buttons, so that some of us would get them a little earlier.

Veterans' Buttons Presented.

I have been requested to present these buttons to you gentlemen of the industry in commemoration of your long years of service. Those who have been

in the service 50 years are to receive a gold button; those who have been in the service for 25 years receive a silver button.

The Institute presents these buttons not in the nature of reward nor compensation, but rather as an expression of respect—respect for your long service, respect for your loyalty, respect for your cooperation in all matters making for progress. The button signifies the industry's and your employers' acknowledgement of your long and honored service. I ask you to accept these buttons and to wear them with the same pride that I feel in presenting them to you.

It might be interesting to know that since the start of this custom of awarding these buttons, including this year, over 11,000 silver buttons have been awarded and 265 gold buttons. That speaks volumes for at least the continuity of this business, and if it were not for the gloomy things that our honorable chairman has just said, I almost think we might be warranted in thinking that some of us here might get some of the 50-year buttons after a while, but we have to get the business a little better or perhaps that will not be possible.

I think there are none here who will claim the 25-year button today, but I would like to read the names of those who are eligible for a gold button. A few of them are present:

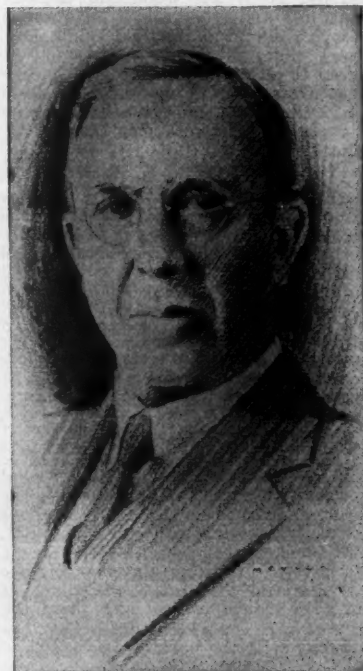
Fifty-Year Veterans.

John Andrews, Swift & Company, New Britain, Connecticut.

Frank C. Briggs, John Morrell & Company, Ottumwa, Ia.

James G. Cownie, Jacob Dold Packing Co., Buffalo, New York.

D. A. Harrington, Swift & Company, New York City.



FRANK A. HUNTER

(Hunter Packing Co., East St. Louis, Ill.)
Director of the Institute.

Elmer Harris, Jacob Dold Packing Company, Buffalo, New York.

Gus Feik, N. Y. Butchers Dressed Meat Co., New York.

B. E. Hazard, Armour and Company, Chicago, Illinois.

George Heinold, The Cudahy Packing Company, Kansas City, Kansas.

Joseph Kimmig, sr., The Charles Sucher Company, Dayton, Ohio.

John Kirkpatrick, The Cudahy Packing Company, Wichita, Kans.

Fred Krey, Krey Packing Company, St. Louis, Mo.

C. J. Lusk, Armour and Company, East St. Louis, Ill.

William Mardin, Armour and Company, Omaha, Neb.

Charles Reinert, Kingan & Company, Indianapolis, Ind.

Peter Smith, Wilson and Co., Chicago, Ill.

James Somers, Armour and Company, Chicago, Ill.

M. J. Waldron, Swift and Company, Boston, Mass.

Daniel O'Kane, Armour and Company, Chicago, Ill.

MR. HUNTER: We should like to hear from one of our beloved veterans, Mr. James G. Cownie. (Applause)

What's Wrong With Meat Business.

JAMES G. COWNIE: Mr. Hunter and Gentlemen: It is indeed a great honor to be presented with a gold button showing 50 years of service in business. As it so happens, I am now in my fifty-sixth year in business, and to my mind the one great benefit I have derived is in the wonderful acquaintanceship and friendship I have gained through all packerdom. I think, however, that the real congratulations ought to be to the parents who can produce a man strong enough to stand 50 years in the packing business the way the packing business has been. (Applause)

I have been living in the hope of seeing the packing business come into its own, but I am sorry to say that instead of getting better it seems to be getting worse. I have given a great deal of thought recently to what is wrong with the packing business.

I am not quite as active as I used to be, and, therefore, perhaps have a little more time for thinking, and, that there is something wrong we must all agree. When our largest firms pass their dividend it is time to stop, look, and listen.

Common Sense and Meat Packing.

If we asked eight or ten people what is wrong with the packing business the predominant answer would be that we are paying too much for our hogs. But, gentlemen, that is not the case at all. We have to pay a certain price for our raw material and, after all, taking it the year around, we all pay about the same price. Therefore, that is not what is wrong with the business.

It must be merchandising. I have thought a good deal over that and, like a good Scotchman, I think I have got to have a text, and naturally from the



HAS BEEN LIVING IN HOPE.

Gold-star veteran James G. Cownie recalls a few plain truths.

Bible, which is my idea of how to overcome the evil state we are in at present. You all, of course, are familiar with the story of the prodigal son—the young man who went a far distance and spent his life in very poor living. That proverb goes on to say, "And when he came to himself . . ." That is my little text for the few words I would like to talk on.

Of course, in that case the meaning of "when he came to himself" is simply that he consulted his better self, with the result that by laying his weaknesses on the table and arguing it out with his better self he decided to do better and after his decision was made he acted thereon with a happy sequel.

I do not think the packing business will ever come into its own until each individual packer of this Institute comes to himself. In the case of the packer, I think he ought to hold his conversation with his common-sense self. I still believe that pretty nearly every packer has a good deal of common sense, although in my opinion he has allowed his foolish self to run rampant in the past two or three years.

By way of illustration, we will call the packer "Jim." He is sitting in his private office and he is reading the results of the period, which have just been handed to him by an auditor. He is looking at the red figures. He begins to talk, his audience being his common-sense self.

He says, "I don't know what in the world has come over me. I seem to have lost my grip altogether. Everything seems to go wrong; those eternal red figures! I feel that I am working hard, perhaps as hard or harder than I ever did. I feel that I am making a good product; I feel my costs are in line with those of my competitors, yet period after period those red figures appear."

Now his common-sense self naturally says to him: "Well, Jim, can you point out any weaknesses in your selling?"

"Oh, yes; I suppose, if you put it that way, I can. I must admit I am too willing to meet any and all kinds of competition in order to keep up my tonnage. As a matter of fact, for the past year I feel that the buyer has told me just exactly what I have to sell my goods at."

"Well, Jim, that seems to be wrong. Do you know the cost of your product?"

"Yes, I do. I know the actual cost of my raw material; I know the actual cost of my processing; I know the actual cost of my distribution; I know the actual cost of my overhead, but after all, that is only the cost. Even if I sell at that price I have nothing for myself, and I have nothing for my stockholders."

Can Do Something About It.

"Well, what are you going to do about it?"

"I suppose the only logical thing to do, and the right thing, is to add a little margin to cost so as to insure me a profit and our stockholders a little dividend."

"Now you are getting somewhere. Why don't you do that?"

"Well, you know, if I do that I am going to lose a lot of tonnage."

"Yes, probably you will, but don't you think your stockholders would rather see you do 75 per cent of the business and show your figures in black, whereby they could get a little dividend out of the business?"

"And then, Jim, I think there is another thing that you are forgetting. Don't you know that if you did that you would regain your self-respect, and after all, that is a wonderful asset to have?"

I tell you, gentlemen, that the more I think over it the more I feel that packerdom has it in their hands to change the situation in a very, very short time. They could do it very easily if they only exerted common sense. There is no question in the world but that we have got all loosened in our selling ideas.

By-Products Not Profitable.

There is one more little thing that I think the packers are forgetting: Previous to two years ago the by-products department was a very profitable department for every packer. In those days they made so much money in the by-products department that they got careless about getting the right prices for the primal cuts.

Now, gentlemen, you all know, surely, that in the last two years the by-products department is a liability instead of an asset. A great many of our products are being sent to the incinerator. The bulk of our products we are producing are not paying us our cost. Therefore, gentlemen, it behooves you, in figuring your tests nowadays, to bear in mind that you must only figure what you are getting for your primal cuts and your lard. Forget your by-products department. If there is something to it, let it be all velvet.

I believe that is the only way that the packing business can come into its own again. If all would act along those suggestions we would lose our

worries, and I believe a brighter prosperity would come over packerdom again. I felt that this ought to be said plainly to you all. That is the way I feel about it. Thank you. (Applause)

CHAIRMAN RATH: We will now hear of "Business and Law." The speaker is chairman of the Committee on Commerce of the American Bar Association. He is a member of the firm Butler, Pope, Ballard and Elting. He is special counsel to the Institute on Trade Practice Matters. In addition to that, I think the best thing I can say for him is that he was born in Iowa. I have great pleasure in introducing Rush C. Butler. (Applause)

Business and the Law

By Rush C. Butler.

During the first hundred years of its existence the federal government was a negligible factor in business. The vast power conferred by the so-called Commerce Clause of the Constitution, authorizing Congress to regulate commerce among the several states, was rarely employed. The first important exercise of such power (excepting the act of 1887 creating the Interstate Commerce Commission) was the enactment of the Sherman Law, effective July 2, 1890, one hundred and one years after the founding of the republic.

The Sherman law provides that every contract in restraint of trade is unlawful. It is predicated on the common law of England, which reflects the policy of Englishmen to discourage those voluntary restraints which tradesmen were often induced to impose upon themselves by contract—such as the agreement of a shoemaker on selling his business to refrain from making shoes again in England so long as he should live.

Such a self-imposed restraint was held to be unreasonable, and as a matter of public policy the courts refused to enforce it. To the extent that the Sherman law embodies this principle of the common law it is commendable. But in interpreting the statute the Supreme Court of the United States has held that it embraces not only the common law principle but also includes restraints imposed upon both parties as well as upon persons not parties to the contract.

Interpretation Difficult.

As thus extended, the statute presents difficulties of interpretation and application which are all but insurmountable. The Sherman law fails to define the restraint of trade which it condemns. Not only is the statute silent in this regard, but the courts never have defined it. It defies definition.

The acts constituting an unreasonable restraint of trade cannot be cataloged. Those constituting an unreasonable restraint in one instance amount only to a reasonable restraint or conceivably no restraint at all. A man cannot know until years after he has entered into a restraint agreement whether it is lawful or unlawful. The

Supreme Court of the United States is the sole and final arbiter of the question. It cannot render judgment until years after the act has been done.

This uncertainty of the application of the law makes its administration by the courts, even in civil cases, all but impossible. But it is as a criminal statute that the Sherman law is at its worst. The criminal features of the Sherman law, as they are written and enforced by the government, are indefensible. They violate the most fundamental safeguards which from earliest times have protected men against the tyranny of government.

To declare a thing to be a crime, without at the same time establishing standards by which the crime may be determined, is the grossest abuse of legislative power. The resulting state of uncertainty not only keeps men from entering into unlawful contracts—contracts unreasonably restraining trade—but also deters men from entering into contracts only reasonably restraining trade and which are therefore lawful.

Self-Regulation Denied.

Lawful agreements are commendable and should be encouraged. When fear of the law keeps men from entering into lawful contracts the public interest is violated. The Sherman law is the basis for such fear to an extent that cannot be overstated. It is, therefore, something more than a law—it is a power beyond the law. The conclusion is inevitable that the government is in business under the Sherman law.

At the present time, the only contact which general business has with the government under the Sherman law is the Department of Justice. When a representative of the Department calls the question for consideration is "Shall punishment be inflicted because of past conduct" and not "How can help be given to future effort." This contract between government and business

is established only because of an actual or alleged crime, the attitude of both parties is the same.

The Department's appearance on the scene indicates that trouble is at hand. Business is immediately put on the defensive. The mind of each party sets against the other. Their relations continue at arms length. The spirit of helpfulness is lacking. The past is under review. The future is not considered. The establishment of a friendly contact between general business and government would go a long way to take government out of business.

Government of course would remain in business to a limited extent, but under a new relationship which would be helpful rather than harmful, affirmative not negative, forward not backward looking, constructive rather than destructive in character. Under such an arrangement there would be restored to industry a part of its lost right of self-regulation.

What Happened in Oil Industry.

The oil industry furnishes an apt illustration of the extent to which government is in business under the anti-trust laws. The Federal Oil Conservation Board, consisting of four members of his cabinet, was created by President Coolidge without act of Congress, and its activities were of course subject to the law of the land. In conjunction with the oil industry the Board worked out a program limiting the production of oil in certain areas for 1929 to the same amount as was produced in those areas in 1928. Some eighteen or twenty thousand oil companies became parties to the agreement, first suggested by the Board for its approval.

The Board in turn very properly submitted the agreement to the Attorney General for his opinion. The Attorney General's reply was:

1. That the Board by no act of its own could grant immunity from the provisions of the anti-trust laws to parties to the agreement;
2. That, whether the agreement violated the anti-trust laws he was unable to say, because it was not a question that arose in one of the executive departments of the government.

While the oil men were certain that their limited production program was reasonable and in the public interest, and while their counsel were of the opinion that the contract did not violate the law, and while the attitude of the Board was favorable, nothing was done because of the fear that the agreement might ultimately be held by the Supreme Court of the United States to be unlawful, thereby subjecting the parties to possible penal servitude.

Wells Required to Shut Down.

Thus, being unable reasonably to curtail their production by agreement, the oil men were met by their state governments with a definite requirement that they practically close down their wells. In the oil industry chaos was king. The Sherman law—a federal statute—encouraged unlimited production. State governments compelled shutting down of plants. Being unable, because of the Sherman law, reasonably to curtail production, oil producers were required at the point of the bayonet to cease operating.

The Sherman law was on one side of



THOMAS E. WILSON

(Wilson & Company, Chicago, Ill.)
Chairman Institute Plan Commission.

them and martial law on the other. They were subjected to a disorder detrimental to their business and disgraceful to our form of government. The chaotic condition experienced for years in the oil industry has continued uninterruptedly to this day.

Without raising the question of justification of the states in invoking martial law in the oil situation, there is no doubt that it was ordered and maintained because of the necessity of curing evils long endured—evils for which the Sherman law was, at least in part, responsible. That law in effect demands the competition which martial law was invoked to destroy.

The failure of our federal statutes to give recognition to economic conditions was responsible indirectly, if not directly, for the maintenance of martial law in two of the states. Thus the industry was denied its right of self-regulation. Ignoring major economic considerations, the Sherman law threatened the producer with imprisonment if he agreed to limit his production to the needs of his fellowmen. There is no need to ask "Is government in business under the Sherman law?"

Commerce Bill Explained.

Many remedies are proposed for existing Sherman law evils. That suggested by the Commerce Committee of the American Bar Association is that means be provided by which the criminal, three-fold damage, and confiscatory provisions of the statute may be made inoperative in those cases in which restraint agreements voluntarily submitted to a federal agency have received approval.

Paradoxical as it may seem, the proposed legislation conferring additional authority upon the Federal Trade Commission will, to a considerable extent, take government out of business for the reason that it will relieve men of the fear they now entertain deterring them from entering into lawful contracts.

The Commerce Committee bill is simple. It provides that agreements filed with the Federal Trade Commission become automatically effective unless objected to by the Attorney General of the United States or some interested party within 60 days from the date of filing. If such an objection is made, the contracts may become effective after hearing and order by the Commission. Parties to all contracts, becoming effective either automatically or on the Commission's order, are relieved from the criminal and civil damage provisions of the Sherman law.

Committee Appointments.

CHAIRMAN RATH: I will appoint the following committees:

Nominating Committee—Oscar G. Mayer, chairman, Chicago, Ill.; Henry Fischer, Louisville, Ky.; T. Henry Foster, Ottumwa, Ia.; John R. Kingham, Indianapolis, Ind.; Chris Kunzler, Lancaster, Pa.; George N. Meyer, Indiana, Pa.; Chester G. Newcomb, Cleveland, O.; E. A. Schenk, Columbus, O.; Samuel Slotkin, New York, N. Y.; A. D. White, Chicago, Ill.; F. E. Wilhelm, Chicago, Ill.

Committee on Resolutions—R. S. Sinclair, chairman, Indianapolis, Ind.; M. J. Hennessey, Pittsburgh, Pa.; I. M. Hoagland, Chicago, Ill.; Frank A. Hunter, East St. Louis, Ill.; J. T. Mc-

Millan, St. Paul, Minn.; Louis Meyer, New York, N. Y.; J. P. Spang, jr., Chicago, Ill.; J. C. Stentz, Ottumwa, Ia.; H. Fred Vissman, Louisville, Ky.

Gentlemen, this, so far as I know, completes the program for this morning. The meeting is adjourned.

Second Session

Monday, November 14, 1932.

The session convened at two-fifteen o'clock, Vice Chairman Chester G. Newcomb presiding.

CHAIRMAN NEWCOMB: Our program this afternoon is carried under the title of "Adventure." It is concerned mainly with a discussion of things that are being done in the industry that are new and different. You may get the impression from one or two of the titles of the talks that it is something like reporting to a man in jail about the benefits of a trip to Europe; but on the other hand, if we give close attention to what these speakers have to say, maybe they will show us how to pick a few locks.

The first subject is to be discussed by H. P. Henschien, who is known to practically all of us here. He will talk on "Progress in the Construction and Equipment of Packing Plants." (Applause)

Progress in Construction and Equipment of Meat Plants

By H. Peter Henschien.

It is a great privilege for me to talk to you today about technical improvements for your plants. This is a subject I have discussed with many of you on previous occasions, and you have given me the benefit of your experience which has been helpful to me in preparing this paper.

The meat packing industry is old enough to have many of the physical infirmities of age. Many old buildings and much obsolete machinery are in use. It is an industry where deterioration of plant and equipment is very rapid, due to your complicated conditions.

Your plants are also subjected to the regulation of the U. S. Bureau of Animal Industry, which has jurisdiction in all matters pertaining to sanitation and construction. These three factors—obsolescence, deterioration, and government supervision—will, in time, call for renewal of your buildings and machinery.

Add to this, the progress you have made by new inventions and scientific research, the changes which are gradually taking place in the marketing of livestock and the sale of your product, and we find that the packing industry is constantly rebuilding itself.

Equipment Cheaper Than Labor.

This is a machine age. Product can be produced more quickly, more accurately and cheaper by machine than by hand labor. Builders of packing house machinery are aware of this, and have kept abreast of the times. They are able to supply many improved devices for more efficient and economical operation.



MAKE YOUR PLANT UP TO DATE.

H. Peter Henschien, packinghouse architect and engineer, tells the packers of progress in construction and equipment.

Your own organizations, under the progressive leadership of the Institute, are constantly bringing out new manufacturing methods, or changes in the old to meet the demands of the customer. Hard times and lean years call for greater economy in the cost of production. You study your plant operations today as never before. Much time and thought is given to maintenance cost and operating expenses. These are some of the facts to be considered when money is available for plant betterment.

In addition, there are other questions of a more technical nature which should be analyzed in the light of modern science and invention. The building industry has made such rapid progress in the manufacture of new building materials and supplies that it is often difficult to decide upon their true value for the exacting and varied needs of the packing industry.

Your complex operating methods cannot be changed, and we must, therefore, consider only the best and most durable building materials for the work—products which will resist dampness, extreme temperature changes, and hard usage.

Better Building Materials Available.

It is well to use new materials, but only when they are suited to the needs. With the variety of new construction methods and material to choose from, we can ill afford to overlook our past mistakes. Again and again we have been guilty of forgetting the elementary knowledge gained by experience. We have adopted new and untried construction methods and building materials for our work, only to find later that they were not suited to our peculiar operating conditions.

Many such experiments in building materials have proven quite costly to the packers, and the larger the organization the more closely has been their mistakes. I will mention some of the most common occurrences of failure.

with which you are more or less familiar.

Building walls were constructed of cheap brick or soft tile laid in lime mortar and later ruined by dampness and frost. Millions of dollars have been wasted on poor insulating materials falling off the ceilings and walls of coolers.

You have had to replace floors laid with asphalt, wood blocks, brick and concrete after a few years of service. These floors were not worn out by ordinary wear and tear of plant operations. They were laid with materials which were not manufactured to meet your operating conditions.

Concrete Needs Protection.

When reinforced concrete replaced mill constructed buildings, it was believed that we had the ideal type of construction for our purposes. It was sanitary, fireproof and would support heavy storage loads and machinery. On this score we were not disappointed, but we know today that in many places in and around a packing house, concrete is a poor material to use.

It must be properly protected when attacked by a battery of adverse operating conditions which are detrimental to its structural nature. The worst of these are fatty acid, dampness, brine solutions, heavy trucking, and alternate thawing and freezing of moisture on the surface of the concrete.

There are many examples of concrete tank houses, lard refineries and coolers which have deteriorated to such an extent that complete or partial rebuilding became necessary after 20 years of service, or less. It is a common occurrence to replace steel windows every 8 or 10 years in many processing departments and on killing floors.

Plastered walls were once considered a great sanitary improvement. We know now that even the best Portland cement plaster will crack and peel frequently when subjected to moisture. For many years we have painted and repainted with various paint materials which should never have been used in a packing plant.

Should Study Building Materials.

In this discussion I have attempted to examine critically a few of the mistakes which most of us who have been entrusted with plant improvements are guilty of. It is to be regretted that any forward movement must be by trial and error. It is just difficulties of this sort, and many others, which make our construction problems inherently complex.

We should not experiment with new materials unless we first try out their physical properties and all that their use implies for our purposes. Research should be a part of our program.

We should determine the nature and characteristics of these new materials, their reaction to heat and freezer temperature, their ability to withstand abrasion and expansion, their resistance to dampness, fatty acid, and corrosion, as well as to the fumes and vapors arising from our many manufacturing and killing processes.

Your research laboratories should work in conjunction with the manufacturers who may not be conversant with your operating conditions and prob-

lems. The result should be not alone the production of a more efficient article, but the saving to you of much money which otherwise might be wasted.

Industry Keeps Up With Times.

The packing industry can, in late years, point to a healthy growth in plant improvements. This is evidenced by the many fine modern buildings which have replaced older structures in practically all of our important establishments. If there is still much of this rebuilding to be done, it should be remembered that this industry is of long standing and is expanding only as fast as its surplus earnings will permit.

There also are a number of new plants built in recent years. These are the model plants, where everything has been arranged according to good practice and to the satisfaction of the U. S. Bureau of Animal Industry. New construction and improved equipment have gone hand in hand with the steady growth and expansion of the industry.

New operating methods and changed marketing conditions required increased and better facilities for doing this work. Many plants have changed their stockyards in order to handle the large amount of livestock brought direct to the plants by trucks. Facilities for unloading a hundred or more trucks in a short time require a large paved court yard with unloading platforms, holding pens, scale office and sorting pens—all arranged so that the shippers can participate in the unloading and weighing of their livestock.

The Livestock Hotel.

There must be facilities for washing and cleaning trucks, gasoline filling stations and other accommodations for the use of truck drivers. Plants selling fertilizer and animal food products direct to the farmer provide a store room and sales office in connection with the unloading yards. The direct mar-

keting of hogs by truck places the burden of storing the hogs up to the packer. He must provide pen room for two or three times the number of hogs which are killed daily.

An improved type of storage for livestock is now in common use. It is known as the Hog Hotel. It is built from 4 to 6 stories high, with pens and alleys on each floor. The top story is generally on a level with the killing floor and the two buildings are connected by a runway.

This type of structure offers some advantage over the one-story stockyards, principally in better light and ventilation and a simplified sewer and water system. The cost of construction is practically the same as for the one-story fireproof pens.

Hog Slaughtering Equipment Improved.

There have been some outstanding innovations in the equipment for slaughtering hogs. Their practical value must be judged in terms of better work, lower operating cost and less maintenance expense. Apparently the new equipment has measured up to expectations, for many new killing floors have been built and many more reconditioned.

The interesting part about these new killing floors is the economy in operation. A 15 per cent reduction in labor cost of cleaning hogs is an accomplished fact in some of the larger plants recently completed. The new type of hog hoist has a conveyor attachment which delivers the hogs to the stickler. This relieves him of handling the hog and simplifies the task of sticking.

One man can handle 700 hogs per hour without a helper to arrange the position of the hog for him. The sticking conveyor may be extended alongside the bleeding rail up to the scalding tub, where the hogs are released.

The improved type of scalding tub is of cast iron and equipped with hot water circulating system and automatic hog ducker which will float the hogs forward to the scraping machine. Labor in scalding the hogs is reduced to two men who place the hogs in the machine and look after the sinkers.

New Dehairing Machines Efficient.

New machines for dehairing hogs are dependable even in the hard hair season. They will clean hogs efficiently when the scrapers and beaters are kept in good condition. Maintenance cost on these machines averages one-third of a cent per hog cleaned. On large killing floors, the dehairing machine is supplemented by automatic gas singers, revolving brushes and polisher. This equipment has materially reduced the hand labor of scraping and shaving hogs.

The up-to-date hog killing floor is so arranged that all heads and edible offal can be cleaned and handled in the space adjoining the dressing conveyor. This entirely eliminates the old style offal department located on the floor below the killing level. The new arrangement reflects a saving in handling product, supervision, labor and water in cleaning up.

Facilities and equipment for killing cattle are fairly well standardized. There are, however, some improvements in the more modern plants worthy of mention. The old style elevated knock-



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ing pen with a tilting floor is no longer used. In its place we have a long narrow pen on a level with the killing floor.

When the front gate is raised, the cattle will roll out on an inclined section of the floor where they are shackled. By this method the cattle are not dropped from the elevated pen to the floor, an operation frequently the cause of bruising. Cost of the new equipment is less and the installation easier to clean.

Cradle Replaces Pritch Plates.

Several plants now use a cradle on the floor where cattle are skinned. The cradle replaces the pritch bar and the iron floor plates, and simplifies the labor of skinning sides and shoulders. The better-equipped killing floors use electric power driven saws for splitting cattle carcasses, and high pressure sprays for washing sides before they are dressed.

Another improvement is a conveyor for holding cattle heads before they are inspected. The speed of the conveyor is synchronized with the beef dressing conveyor so that the head will reach the government inspector at the same time that the corresponding carcass is passed by the rail inspector.

All killing departments should be built so that the floor surface is not slippery. Secure footing means faster and better work on the part of butchers. This feature is entirely overlooked when smooth concrete or brick floors are laid. The best finish for floors and benches is of carborundum, either in the form of tile, or as carborundum chips embedded in the concrete.

New Methods Speed Chilling.

The U. S. Bureau of Animal Industry consistently recommends improvements on the killing floor which facilitate the

work of inspection. One of their latest requests is for a hog dressing rail, 12 ft. above the floor. They also require that all new killing floors have a window or a skylight area of 25 per cent of the total floor area. This means that all work can be performed by natural light.

The best results in chilling hot carcasses of hogs, cattle and sheep are obtained by using brine-spray decks in the coolers. These are generally built 32 ft. wide, with hot and cold air ducts running parallel with the rails at each side of the coolers. The spray decks are built 3 ft. or more above the rails so that there will be ample space for air movement above the carcasses.

Good clearance between the floor and ceiling will greatly increase the efficiency of chill rooms. A clearance of 7 or at the most 8 ft. was formerly used in hog coolers. New plants have adopted 9 ft. rails as their standard height.

Hogs can be thoroughly chilled after 18 hours in a well designed cooler. That means an average ham temperature of 35 deg. Fahr. Temperature of the brine should not be lower than 14 degs. and not above 22 degs. in summer.

Improvements in Pork Cutting.

Brine cooling tanks and pump are now generally located in the beef and hog coolers. This reduces cost of pumping. In large installations one tank is provided for each two coolers, and each tank is equipped with a thermostat which automatically controls brine temperature.

Rail conveyors are in general use for transferring hogs to the cutting room. This type of equipment is inexpensive to install and operate. It is also a labor saver.

The pork cutting department has been subjected to much constructive thought by the packer and machinery builder. A modern cutting room is equipped with conveyor tables, shoulder cutting knives, power saws, belly rollers and skinning machines and other power-driven equipment—all with a view to reducing labor cost and increasing efficiency of the workmen.

Product from this department is handled by spiral chutes or conveyors leading to the trimming room and grading coolers on other floors. Advantages of daylight in the cutting room is evident. The work done is exacting and frequently at a rate of 600 to 800 hogs per hour.

Cutting Rooms Well Lighted.

At this speed correct knife work is difficult unless the light is good. The latest cutting rooms are well lighted by windows and skylights which are glazed with double thickness of glass. Lighting arrangement must avoid direct sun rays from falling on the workmen.

This department should be refrigerated to a temperature of 50 to 60 degs. This is best accomplished with cooling units and fans circulating cold, fresh air through ducts placed below the ceiling. Fresh outside air should be introduced regularly during working hours if workers are to do efficient work all day long.

The best location for a hog cutting room is on the top floor of a cold stor-

age building adjoining the hog coolers. This location lends itself to a roof construction without posts and to good natural light, through openings in walls and roof.

The rendering department continues to be a bone of contention among operators. Some favor the dry rendering method; and others do not want it. Their preference is for the rendering tank and all that goes with it. However, all agree that the poorly ventilated tank house, hot and saturated with odorous moisture, should be replaced by something better.

Modern Tank House Construction.

Leaving out the question of equipment, any rendering department for lard, grease or tallow, should be ventilated so that the working conditions are tolerable summer and winter. The building should be open from the bottom to the roof so that the hot air can rise from one floor level to another and escape through openings in the roof.

This construction is not alone practical but is economical as well. Only one floor level is needed for trucking product—the charging level. All other work can be handled from galleries and platforms around the equipment.

The charging floor can be built with continuous openings between the tanks to allow the heated air from below to escape through the roof. Many large tank houses have been built in this manner. They are free from excessive heat and strong odors.

Where the plant arrangement is such that the rendering departments are below the killing floor it always will be feasible to ventilate by large ducts extending through the killing floor to the roof.

Smokehouse Design Improved.

A new method of chilling lard and compound has come into use. The equipment has been borrowed from the ice cream industry where it is standard equipment for texturizing and blending ice cream. In the lard refinery it takes the place of the lard roll and agitator.

The hot lard is chilled by being



DAILY PRESS WANTS TO KNOW.

Miss Daphne Porter of the Chicago Herald-Examiner interrogates John B. Moninger of the Institute public relations staff.

pumped through an ammonia cooled, jacketed cylinder, which is equipped with an agitator shaft and an air mixing device. The machine is highly efficient in chilling and will produce, by its mechanical refinements, a finished lard and compound which is smooth in texture, light in color and of uniform quality.

One of the most useful innovations now perfected and available to the industry, is the chain-operated smokehouse. This type of house is in use in many packing plants and branch houses. The equipment is readily installed in old smokehouses after the floor gratings and rails are removed. New houses usually are built 12 ft. wide and 16 ft. long with a height between the chain sprockets of 55 ft. This size house has a hanging capacity of 25,000 lbs. of ham and bacon.

The revolving smokehouse is flexible and practical in operation, and simplifies labor in loading and unloading meat. The best arrangement is to load direct from the wash room into the smokehouse. A moving chain conveyor may be installed to handle large quantities of product. The unloading should be done on the same floor as that used for hanging and packing the smoked meat.

Costs Cut in Revolving Smokehouse.

By this arrangement, there is no need of elevator service for handling the product from one department to the other. In the chain operated revolving smokehouses the meat is hung on iron bars which are fastened at each end to endless chains.

These travel up and down through the house so that the meat is in constant motion and exposed to the same smoke, heat and humidity conditions. The good results obtained are evident to the packers who use this type of equipment. It produces a better flavored product of uniform color and quality.

A well built smokehouse should have 3 in. of cork insulation on all outside walls and over the roof to prevent the heat from radiating through exposed surfaces. The walls should be finished with Portland cement plaster to facilitate cleaning.

The smoked meat hanging room is now generally refrigerated and air conditioned. The investment in mechanical equipment is compensated for by better appearance and less shrinkage of product.

Smokehouse of New Design.

A Chicago packer cooperating with an equipment manufacturer recently perfected a continuous type of smokehouse for sausage. It is built as a smoking tunnel, 45 ft. long, equipped with two overhead conveyor chains and rails. The sausage hangs on the usual type of sticks and cages, which are loaded into the smoke tunnel at one end and taken out at the opposite end.

The time required for smoking will vary with the product. Frankfurters take 45 minutes; other styles of sausage from 1 to 3 hours. The speed of the conveyor can be governed to suit the manufacturing requirements.

This smokehouse has a capacity of 5,000 lbs. of frankfurters per hour. It is equipped with automatic heat control and turns out a product which is

bright in color and evenly smoked. Cost of labor, heat and smoke is less than would be required by a battery of old style smokehouses.

Sausage Varieties Increased.

The public's taste for good sausage and "ready-to-serve" meats has increased steadily. This demand has prompted the packer and the sausage-maker to prepare a varied assortment of products. These are being made in different forms and combinations which call for improved manufacturing facilities in the sausage and canning departments.

Considerable money has been invested in this direction in the last few years by the packer as well as the independent sausage-maker. New buildings have been erected which are models in sanitation and operating efficiency.

Meats are prepared under refrigeration and kept chilled until stuffed, cooked, baked or canned. The finished product is immediately returned to cold storage where it is packed and held until shipment.

Temperature of coolers is automatically controlled by thermostat and the air conditioned to the proper degree of humidity. Highly efficient plants are shipping fresh sausage and "ready-to-serve" meats to all parts of the country, and successfully competing with similar products made locally.

New Sausage Equipment.

Among the outstanding improvements in machinery for the sausage department is the new type of self-emptying meat cutter, the trough and spiral worm conveyor for transferring meat from the hasher to the mixer, a new machine for making flaky ice and pack-ice in meat mixing—process cookers for frankfurters, casing flushing machine, automatic linkers, and many other innovations which the up-to-date sausage-maker has installed for better efficiency in operation.

Added to these features are the Monel metal and stainless steel tables, trucks, pans and containers which are now considered essential for cleanliness and durability.

The many new plants and buildings erected by the packing industry in the last 10 years display, each in their own field of operation, the progress made in construction methods and materials. Much of this new work is outstanding in design and in the selection and arrangement of machinery and equipment.

The most noticeable features of our modern packing plants are the well lighted and ventilated departments for slaughtering and manufacturing. The U. S. Bureau of Animal Industry is in a measure responsible for this by their request for a large amount of natural light in all departments where edible products are handled.

Glazed Tile Walls Popular.

To facilitate cleanliness and sanitation glazed tile is used for wall finish and partitions throughout the plant. Tile is also a good protection for insulation in cold storage rooms and requires very little upkeep. The cost of commercial grade of glazed building tile is more than the cost of plaster and paint, but it is a good long-time invest-



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ment in better appearance and durability.

Good dependable brick for paving packing house floors is a rare commodity today but can be had. The best method for determining the durability of floor brick is to split it with an emery wheel. If the brick shows laminations or air pockets it is not suited for the paving house.

It costs money to pave floors with brick. An average cost would be 30c per square foot. This means that a building 100 ft. square and 5 stories high will require an expenditure of \$15,000 for brick paving, and more to keep in repair if poor brick is used.

There are some good floor brick on the market, brick which will show little wear after ten years of service. Such brick should be properly advertised by the manufacturer for the benefit of all concerned.

Good Insulation the Cheapest.

Asphalt planks are used in many places around the plant. It is a serviceable material for loading platforms and trucking aisles. However, the most durable trucking surface is laid with cast iron grids embedded in concrete. It should be used in front of all elevators and doors where heavy trucking is concentrated. The cost is about 40c per square foot laid.

The value of good insulation need not be stressed here. Your own experience is your best guide. Insulation is one of the major items of expense in the construction of cooler and freezer buildings. It may amount to 15 or 20 per cent of the total cost depending upon the amount of freezer space in the building.

Any insulating material which is not protected from moisture will soon lose its value. That is why poorly built

walls or leaky floors have caused so much of your insulating trouble. The best protection for the insulation of a cooler building is a good hard-burned vitrified brick wall laid in cement mortar. The old breweries did not have the same insulation trouble that you have had. Their heavy substantially built walls protected the insulation.

Better brick is being made today, and such heavy construction is not needed. A wall, 12 in. thick, laid with vitrified brick in cement mortar, is assurance against failure of the insulation by frost and moisture. The new methods now used for applying cork board and other insulating materials give promise of less insulating trouble in the future.

No Substitute for Quality.

Manufacturers of steel windows are now improving their product by building frames and sash of more rust-resisting materials, such as wrought iron and copper bearing alloys. Windows of this type are being used in our modern plants with the expectation of a long and useful life.

A careful selection of building materials and good workmanship will increase the value of your expenditure for buildings and repairs. However, the old adage of a penny saved is a penny earned is not applicable to your construction work. There can be no substitute for good quality of materials and a high standard of workmanship.

In conclusion I would like to say a few words of appreciation for the splendid work the U. S. Bureau of Animal Industry is doing. It is entitled to a large share of any credit for better construction and improved equipment in the packing industry. Their inspectors have studied your problems since federal inspection was inaugurated, and their recommendations for improvement are based on a sound knowledge of operating requirements.

A traveling inspector visiting one plant after another knows what methods have been found most successful. He is able to judge what materials are durable and sanitary and knows the value of sound construction and good equipment.

Light and Sanitation Required.

The Bureau will insist upon a high standard of sanitation and good light and ventilation throughout the plant. They require that floors and walls in all departments where edible products are handled must be finished with materials of an impervious nature, which are readily washed and cleaned with water.

The Meat Inspection Act requires that all plans for alterations or for new work shall be approved by the Bureau before the construction work is started. This authority has been exercised in a very constructive manner and has been most helpful to the industry.

The Bureau recognizes the fundamental community of interest of all who are engaged in the packing business, and have been instrumental in originating many important improvements in plant problems.

When the members of the Institute have looked to the Bureau of Animal Industry for leadership in matters pertaining to plant construction, they have received cooperation and support. Its competent advice on all matters per-

taining to packing plant construction is available to all of us.

CHAIRMAN NEWCOMB: Next on the program is a series of three five-minute talks on "Experiments in Plant Operations." The first of these, "Achieving Great Economies by a New Boiler Room," will be discussed by George Moeser, Master Mechanic of the Jacob E. Decker and Sons Company, Mason City, Iowa.

Economies in New Boiler Room

By George Moeser.

Our old boiler room, more or less typical of boiler rooms to be found in packing plants, contained three 400 h.p. water tube boilers, type E stokers and the necessary auxiliaries, such as, coal and ash handling equipment, fans, pumps, stack, etc. Steam was generated at 150 lbs. gauge pressure. A portion of it was consumed by the steam driven ammonia compressors, air compressors, and pumps. The remainder was reduced for process purposes throughout the plant.

The boiler settings were of the obsolete low type, and the construction of the building would not permit raising them. Boilers were taxed to the limit at peaks, and we had no reserve whatever. It was necessary to take action and increase boiler capacity. Taking everything into consideration, and to move in the right direction for the future, the following improvements and power house economies were made during 1932.

Pioneered in High Pressures.

Since the days of power plant history the ideal of the industrial power plant engineer has been a balanced power plant. A balanced power plant is that in which the power and process steam demands coincide, so that it is not necessary to waste steam to the condensers or to the atmosphere.

With the extensive development of

the electric drive, allowing greater latitude for balancing of loads, high steam pressure giving more by-product power with the same steam flow, and the steam accumulator to smooth out load fluctuations, it became possible to more nearly approach the ideal.

We secured the services of consulting engineers, who made a careful study and investigation of the power and steam conditions of our packing plant. Their object was to determine the advantage, if any, of installing high pressure boilers and steam turbine and of making our own power, as compared with the method we were operating—making our own steam and buying power. The conclusions were that we could go to a steam pressure of about 450 lbs. gauge, which would be most suitable under our conditions, to enable us to make power as a by-product.

Mr. Decker, having faith and courage to pioneer a high pressure steam plant of this kind in the packing industry, made it possible to go ahead with the construction of such a plant. In December, 1931, the general contract was let. Actual work was started in February, 1932. The plant was completed and put in operation in August, this year, and has been running continuously since. We do not have any actual figures we care to put out at this time, as we have been in operation less than three months, but the plant has demonstrated it will meet the ideal of a balanced power plant.

Steam at 450 lbs. Pressure.

It was possible to install our new power plant with very little building expense, as our conditions were ideal for the changes, using the old firing isle old coal conveyors and coal bunkers. It was only necessary to build new boiler room for the new boilers. Turbines were placed on a mezzanine floor in what we call the pump and softener room, which is between the old engine room and old boiler room. On this mezzanine floor was also placed the switchboard, accumulator and A. V. A. control valves. We have space for an additional turbine to be installed later.



DOLD ASSEMBLES A GALAXY OF TALENT.

Seated, left to right.—James G. Cownie, veteran export authority; president Edwin C. Andrews; vice president and general manager W. F. Price. Standing, left to right.—Vice president Grant L. Talley; general manager A. L. Eberhart, Wichita plant; vice president Byron Braun; sales manager H. L. McWilliams, Omaha; vice president and secretary J. N. Scully.

The new power plant consists of the following:

In boiler room we have two Springfield high pressure boilers built for 450 lbs. steam pressure. Each boiler has 4,840 sq. ft. of heating surface, with 1,025 sq. ft. of water walls. The water walls are of Springfield type and are located at the rear and two sides, giving us a maximum continuous steam capacity of 60,000 lbs. per hour.

Each boiler has a furnace volume of 4,500 cu. ft., with heat release at 60,000 lbs. steam per hour, of 19,750 B.t.u. per cu. ft. The furnace is of ample size and has sufficient water walls to hold furnace temperatures, running at 400 per cent rating below fusing point, which will permit us to burn low grade coal without slagging.

The boilers are equipped with superheaters designed to give a total steam temperature of 650 degs. Fahr. at superheater outlets.

As a safeguard we have placed a Cochrane steam purifier between boiler steam outlets and superheaters to prevent any change of moisture passing over into superheaters.

Burns Powdered Coal.

Firing equipment consists of three Strong-Scott Mfg. Co. Unipulvo pulverizers with capacity of 5,000 lbs. of coal each per hour. These are driven by 60 h.p., 440-volt, Westinghouse induction motors. The one, or middle pulverizer, has both motor and low pressure Elliott Co. turbine drive. The middle pulverizer is also arranged so that it is possible to supply either boiler, or can be split and supply any part to either boiler. This arrangement was made for flexibility to save power and be able to run pulverizer with accumulator or stored steam for starting purposes.

We have two Buffalo Forge Co. induced draft fans of 40,000 c.f.m. each. These are driven by Elliott Co. 150-lb. pressure steam turbines located on top of boilers.

Breaching is so arranged that it is possible to by-pass gasses by the air heater and to start or operate the boilers up to 35,000 lbs. steam per hour on natural draft.

Chimney is of concrete construction, 6 ft. 6 in. in diameter and 167 ft. high. It was built by the General Concrete Construction Co., Chicago.

Air supply passes through two Ljungstrom air heaters of 4,000 sq. ft. each. These heat the air to a temperature of 350 or more degs. Fahr. Eighty-five per cent of this air for combustion passes through the pulverizer with pulverized coal.

Coal Handling Labor Eliminated.

There are two DeLaval Steam Pump Co. boiler feed pumps with a capacity of 200 g.p.m. each at 3,500 r.p.m. at 1.75 ft. head. One of the pumps is driven by a 100 h.p., 440-volt, Westinghouse induction motor, and one by a 100 h.p. Elliott Co. 150-lb. steam pressure turbine.

Boiler accessories consist of Copes feed water regulators, Hagen combustion controls, Edward Valve Co. non-return valves, Cochrane blow off valves, Diamond soot blowers and Cochrane Continuous blow down system.

There is a meter panel board to each boiler equipped with Cochrane flow meter, Hays temperature recorders, Cochrane pressure recorders, Hays draft gauges, Ranerax CO₂ indicators and recorders, and Ruth accumulator gauge.

Coal is received by rail, dumped into a pit and carried by an apron conveyor to a Peck bucket conveyor which elevates it into the coal bunkers. All coal to pulverizers passes through a Richardson automatic recording scale. There is one to each pulverizer.

Furnace pits are flat bottom, and ashes are raked out and conveyed to an ash hopper for loading into wagon.

Turbines Generate Power.

In the turbine room we have one Elliott Co. 1,250 k.v.a. (1,000 k.w.), at 80 per cent power factor, 480-volt, 3-phase, 60 cycle, 3,600 r.p.m., turbo-generator with direct connected excitor. This takes steam at 425 lbs. gauge pressure, 650 degs. Fahr. total temperature and bleeds at 150 lbs. gauge pressure. It exhausts against a back pressure of 60 lbs. gauge pressure. The generator is equipped with a 306-ft. Griscom-Russell air cooler and motor driven synchronizer.

We also have one Elliott Co. 375 k.v.a., (300 k.w.) at 80 per cent power factor, 480 volt, 3 phase, 60 cycle, 3,600 r.p.m., turbo generator with direct connected excitor. It takes steam at 150 lbs. gauge pressure, 70 degs. Fahr. superheat, exhausting at 27 in. vacuum with Elliott Barometric condenser.

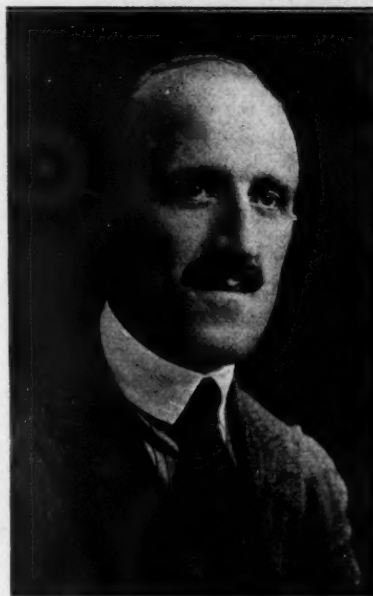
Switchboard is equipped with Westinghouse meters and other instruments and Roller Smith breakers. The board consists of unit panels for each machine, main house panel, regulator panel, synchronizing panel and future turbine panel. Accumulator and A.V.A. automatic control valves and gauge board are also on the turbine floor.

The 1,250 k.v.a. turbine is of the bleeder type. We extract steam at 150 lbs. gauge pressure, up to 25,000 lbs. of steam, direct into a main header that supplies steam to our steam driven refrigerating machines, air compressor and all other small turbines, pumps, etc. The surplus of the 150 lbs. steam overflows into a Ruth accumulator or steam storage.

Steam Storage Gives Flexibility.

This turbine also exhausts against 60 lbs. pressure directly into the main process steam header. This supplies all process steam for the packing plant. This exhaust steam contains some superheat which permitted us to lower the processing pressure from the old standard of 80 lbs., commonly used by packers, to 60 lbs. Any shortage or sudden demand of process steam required is supplied by the Ruth steam storage. This storage supply of steam, always on hand for processing, relieves the boilers and smooths out the boiler load, which is ideal.

The 375 k.v.a. 150-lb. condensing turbine acts for two purposes. It is ample to take care of our Sunday and holiday loads. At certain times of the year, when killing is irregular, there is a small surplus of 150-lb. steam which can be taken care of by this small condensing turbine, using the surplus to make what current it will and relieve larger ma-



B. C. DICKINSON

(Louis Burk, Inc., Philadelphia, Pa.)

Vice Chairman of the Board.

chine, preventing any waste of steam. This balances the load.

The Ruth accumulator, or steam storage, is a foreign patent and all regulating equipment is from Sweden. Our steam storage is of vertical type on account of space. It is 11 ft. in diameter and 45 ft. high, with a volume of 4,100 cu. ft., or a steam capacity of 11,500 lbs. at 60 lbs. pressure. It is also the first vertical accumulator in the United States. Without this accumulator the installed boiler capacity would have to be materially greater, due to the peaks in process steam demands. The accumulator also regulates the pressure within close limits.

For boiler feed we have a Cochrane Corporation type I. J. S. 10,000 to 3,000 gallon per hour, hot process water softener, complete with vent condenser, chemical tanks, proportioner filter pumps and accessories. In connection we are also using Cochrane phosphate equipment complete with accessories. Our make up water at the present time is about 70 per cent.

We have three Maloney Electric Co., St. Louis, transformers, one of 1,000 k.v.a., 480 volt to 220 volt, for power, and two 75 k.v.a., 480 volt to 120 volt, for lighting. These are placed outside, adjoining engine room.

Modern Water Heating Methods.

The piping system was also laid out so that connecting up a future turbine can easily be accomplished without any changes in the piping layout.

A color code was used throughout the power plant for piping identification as follows: 450 lbs. steam pressure, aluminum; 150 lbs., yellow; 60 lbs., orange; 5 lbs., brown; cold water, green; hot water, grey; refrigerating, blue; remainder black.

In the past the hot water required by the plant was heated by adding exhaust steam directly into the water,

which was a wasteful method and further increased the make-up water for the boilers. We installed a heat exchanger and a system of regulating valves to control temperature of water and give us the condensate for boiler purposes.

We feel the saving effected with this new plant will meet all expectations. The plant has demonstrated power can be made as a by-product.

We feel this plant has set a new standard in the packing industry, and Jacob E. Decker & Sons have pioneered and demonstrated the possibility and economy of a balanced power plant.

CHAIRMAN NEWCOMB: The second talk is by R. E. Yocum, General Superintendent, The Cudahy Packing Co., Chicago.

Working Out the Fresh Cleaning of Casings

By R. E. Yocum.

The starting point in any experiment to improve the process of cleaning casings is a knowledge of the anatomical structure of the intestine which we are trying to convert into a sausage casing.

Anatomists divide the walls of the intestine into three, and sometimes four, coats. Starting from the outside of the intestine and moving towards the center we have:

1.—The serous coat, or serous membrane. This is really a fold of the peritoneum, which is that serous membrane that lines the whole abdominal cavity. In the "pulling" operation, a part of this membrane is removed. What is left are the strings adhering to the casing, noticeable when they pass through the scraping machine.

2.—The muscular coat—the part of the intestine used for a sausage casing. This consists, on the outside, of two crossed layers of muscular tissue. This tissue is not the same as the red muscular tissue of meat, but is of a different type called "involuntary muscle fibre." On the inner portion of this muscular layer is a strong fibrous layer. The combination of these two layers are what gives the casing its strength.

Nature of Slime.

3.—The mucous coat, or in packing-house terminology, the "slime." This coat is soft and spongy and well supplied with blood vessels. It is adherent to the muscular coat.

From this description of the anatomical structure of the small intestine, it will be seen that our problem of converting it into a sausage casing is one of removing the two weaker layers—outer and inner—and preserving the center, or strongest layer, intact and without any weakening of its structure.

As I mentioned before, the serous layer is partially removed or broken in "pulling." Also it is not strongly adherent to the other coats, so its removal is not a problem. This leaves only the mucous or "slime" coat to be disposed of. Its character is soft, and because of this structure, and also that it con-



LEADS IN MODERN METHODS.

R. E. Yocum, general superintendent Cudahy Packing Co., tells packers of another improvement that means money.

tains the absorption mechanism for the assimilation of the nutritive part of the food, it is easily destroyed by bacterial action.

Because of structure and function, this layer normally contains large numbers of ordinary bacterial flora of the intestine. This fact is utilized in the old cleaning process. By applying heat and moisture we destroy the inner coat through the putrefactive action of this bacteria. When I say "destroy" I mean reduce to a pulpy consistency, so that it can be scraped off by the cleaning machines.

Old Methods Hard to Control.

In this latter process we aim to make the putrefactive process selective and stop its action before the muscular coat is attacked. Unfortunately we are not always successful, as is evidence by complaints of tender casings.

Objections to this kind of a process, in addition to odor, which it must necessarily produce because of its nature, is the impossibility of accurate control. The speed of the action of the bacteria is controlled by the degree of heat used and to a still greater extent the number of bacteria that were originally present in the intestine.

We control temperature by controlling the temperature of the room in which the work is being done and by the temperature of the water placed on the intestines in the ripening tank. But we have no way of telling how many bacteria we started with.

This means that the most important factor is beyond our control. Is it a wonder we have tender casings? The problem that confronts us for improvement is of devising a method of destroying the mucous layer of the intestine by some process other than bacterial putrefaction.

There are several possible ways of doing this. We might try chemical ac-

tion; we might try destruction by heat; or we might try to devise some mechanical means to remove this soft layer from the inside of the intestines. Again, it might be possible to use a combination of all of the above methods, or a combination of any two of them to obtain results.

Heat and Chemicals Unsatisfactory.

In considering chemical action, the first thing that enters is the use of a strong acid or alkali that would attack the mucous layer and leave the muscular coat intact. Unfortunately, we have found that because of the fact that all of the intestine is animal origin, acid or alkali will attack all parts of the casing at the same time.

However, I would not say that this method is impossible, as it may be worked out by the use of diluted solutions. In our experiments, we did not give much consideration to the use of a chemical method for the reason that the complete removal of the chemical used would undoubtedly be demanded by the U. S. Bureau of Animal Industry. This would mean a complicated and expensive process.

When considering the use of heat, remembering that the heat should be applied to accomplish the result before bacterial has started, the only answer is the use of high temperatures. Again we have a process which can not be made selective and which acts on all parts of the casing at the same time. There were, however, possibilities disclosed in using heat in combination with one of the other methods, namely mechanical.

New Method Saves Time and Labor.

Our present method involves the use of mechanical means, in that we remove the disintegrated mucous layer by scraping from the outside. In cleaning beef casings, they are scraped directly on the mucous surface. This means turning. In the case of hog casings this turning presents a difficult problem, and so far it has not been solved satisfactorily and economically.

In our experiments for an improved process, we have worked along the lines mentioned above and came up against the objections I have given. We did find, however, that utilization of two of the methods mentioned gave evidence of results that seemed to indicate a practical solution of the problem.

We found that use of mechanical means to break down the "slime" coat enabled us to get much quicker action, with a combination of heat and bacterial action. Combination of these three methods enabled us to remove the slime coat in a much shorter time than with the old ripening method, and without its disagreeable odors.

This method also gave a much closer control of the cleaning process, thus doing away with the results of over-ripening which causes tenderness. For the same reason, yield was improved. Under the new method breaking down the mucous coat was accomplished more uniformly, enabling the cleaning machine to be set more loosely than was formerly possible. This reduced scores, holes and breakage to quite an extent. It also reduced the number of pieces produced, cutting down the shorts and increasing the length of each strand.

Another feature favorable to this process is some reduction of labor. Instead of handling from tierce to tierce, the operation can be made continuous. The casing can be passed from vat to vat and from vat to machine and the reverse. Disregarding the benefits mentioned above, we still have an important reason for the use of this method. This is the sanitary features, as the slime can be kept in receptacles for the purpose and confined to them.

CHAIRMAN NEWCOMB: The last one of these talks, "Experiments in Plant Operations," will be given by W. W. Bowers, General Manager of the Albert Lea Packing Co., Albert Lea, Minn.

Experiments in Dehairing Hogs

By W. W. Bowers.

Progress in dehairing hogs by mechanical means over the past 25 years borders upon the marvelous. Achievements toward perfection have grown out of the loyalty to the industry and the ingenuity of far-sighted individuals. These visioned the efficient method of dehairing as one which would be accomplished completely by mechanical means, thereby concentrating all costs of dehairing to the investment, maintenance and operation of the mechanical equipment.

Time will not permit my dealing with theories that prompted the experiments which have resulted in a radical change from the old upright type of machine, and the many different models that followed it, to the near perfection of the dehairing machines that are now in use.

The industry is concerned primarily with producing, by mechanical means, a hog carcass that is free from hair. The progress made toward this end has fallen short of perfection. However, when considering the complete and satisfactory manner in which other packinghouse mechanical equipment has successfully and perfectly accomplished the end for which they were created, we must confess that there is yet a wide field of study and cooperation offered to manufacturers of dehairing machines and packers alike.

While the distance between the best dehairing machines of today and that which might be considered perfection seems very narrow, nevertheless, this slight imperfection is costing the industry large sums of money through auxiliary equipment and expensive manpower, singers and depilatories which are obliged to be maintained in order to completely clean, polish and remove all hair from hog carcasses during all seasons of the year.

Good Scalding Necessary.

The packer is at all times insecure as to his ability to produce clean hogs as a daily routine practice without maintaining these extra heavy expenses, as well as being confronted with delays contributing to inefficiency and increased costs. Such delays and rehandling might easily contribute to degrading and spoilage.

In making these statements, I realize that much of the efficiency of the best dehairing machines known depend greatly upon the hogs being properly

scalded. The satisfactory operations of the dehairing machines are so dependent upon proper scalding that any experiments looking toward further improvement must include a study of both. The present methods of scalding may not be ideal, but they are the best that the industry knows. It seems that this important item, in connection with dehairing, is in need of intensive study and experimentation looking toward the possibilities of developing mechanically controlled continuous scalding.

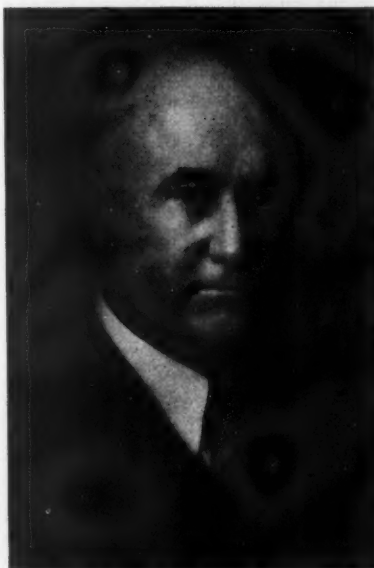
We would not have you feel that we do not recognize, as well as give credit, to the many mechanical improvements that have been given to the industry over the past several years with a view of assisting it toward dehairing hogs on a more efficient basis. The industry itself has not been unmindful of the need of supplementing, in actual detail of operation, many of the mechanical means of dehairing. In many instances packers have been creative in working out what might appear to be a simple detail yet which have proven of vital importance to an efficient and satisfactory dehairing of hogs.

One of the principal factors in the cleaning of hogs is the care and attention given them prior to reaching the scraping machine.

Before hogs are dropped into scalding tub the coagulated blood on head and shoulders should be removed as the head is harder to scald than the balance of the carcass. Various methods have been used to wash off the blood just prior to dropping the hog into the scalding tub.

Arrangement to Wash Heads.

The most efficient arrangement is to use a small centrifugal pump on head and shoulders should be removed as the head is harder to scald than the balance of the carcass. Various methods have been used to wash off the blood just prior to dropping the hog into the scalding tub.



SAVINGS IN HOG KILLING.

W. W. Bowers, general manager Albert Lea Packing Co., describes modernization in hog dehairing.

so that opening is $\frac{1}{4}$ in. wide. This prevents hair from clogging the line. Where two sticking rails are used there should be two groups of four pipes each, one under each rail.

The scalding water has been found to serve a two-fold purpose. It removes blood and partially softens the hair on head and neck, so that when hogs pass through the tub and the scalding tests the hair on ham and belly, the head is scalded as much as the balance of the hog.

Degree of hardness of water used in scalding has always been a problem in various cities. If a scalding tub 50 ft. long is filled three-quarters full of water at night in which is placed 100 lbs. of unslacked lime (if a longer or shorter tub is used the percentage of lime is increased or decreased proportionately), and exhaust steam is turned on immediately and kept on all night, the water will be soft and ready for use the next morning.

If a circulating pump is used, water should be circulated for fully 30 minutes after the lime has been added. Where water is reasonably soft, or very hard, a smaller or greater proportion of lime should be used. An experienced scalding can easily determine this factor.

Temperatures for Best Results.

Thirty-two to 35 hogs should be carried in the scalding tub at all times during the killing period. An automatic ducking device is a big improvement over the hand method, as each and every hog is entirely submerged the same number of times.

With a 50-ft. scalding tub, killing 300 to 400 hogs per hour, the best results can be obtained by carrying the tub at a temperature of 138 to 139 degs. Fahr., with a temperature of 128 to 130 degs. Fahr. in the scraping machine. It is a mistake to carry the water hotter than this in the machine, as it then has a tendency to set the hair or slightly burn the skin. In this case the beaters mark the hogs quite badly and in some instances tear and cut hams and backs.

When the speed of the killing is increased up to 500 hogs per hour with a 50-ft. tub, the temperature of the water should be increased to 140 to 141 degs. Fahr. and the water in the machine to not over 131 degs. Fahr. In other words, best results are obtained by keeping the water in the machine 10 degs. less than the temperature of the water in the scalding tub.

Adequate Equipment Cuts Cost.

After hogs pass through the machine and are hung on the rail, the pocket should be sufficiently long so as to enable hogs to dry off at least one minute before they are singed. In singeing an oil burner using either kerosene or crude oil, with a uniform air pressure of 100 lbs., has been found very efficient and economical, more so than natural or artificial gas. A lower air pressure will cause skin discoloration. An oil burner, with flame located directly underneath the snout of hogs, is important in addition to burner used by the operator.

After hogs have been thoroughly singed they should pass through a 7-shaft polisher with beaters, some of which should be equipped with steel clips for heads and shoulders, the others

with 3-seven link chains riveted on end of beaters. These have a tendency to tear the singed hair out by the roots and do not leave them visible through the skin to cause such a large percentage of degrading of hams and fancy bellies into the second grade.

After hogs pass through the 7-shaft polisher they should pass by a 17-in. shaft placed on a 60 deg. angle, with a combination of circular brushes and small beater belts on same. The object of this brush and beater is to remove any loose hair and to polish the entire hog. It also removes a large amount of burnt cuticle on jowls, preventing a burned appearance, which is quite objectionable, especially on fancy squares.

The work done by this additional equipment eliminates the need for resin. By handling as outlined above, the ham and side shavers become "hair inspectors." A large number of hams and bellies do not have to be touched with a knife, as there is no hair left on them. This insures a larger percentage of fancy hams and bellies and fewer cut and scored hams by the shavers. At the same time a big saving can be made in the actual killing expense by using the additional equipment after the hogs have passed through the scraper.

CHAIRMAN NEWCOMB: Our next speaker is W. W. Woods, our president. His subject is "Experiments in Merchandising." Mr. Woods has been giving a great deal of attention and thought to how the industry can more profitably merchandise its products and he has some good information for us.

Experiments in Merchandising

By Wm. Whitfield Woods.

If meat tasted like parsnips, merchandising methods in the packing industry would have been developed much faster and much farther than they are now. The greatest handicap to good merchandising in this industry is the palatability of meat.

It obviously encounters only a weak sales resistance, so far as the acceptance of the product, as distinguished from the acceptance of the brand, is concerned. As a consequence, as would be the case with any other product similarly endowed, our feeling that the public would come and get it has been a little more assured than if it had been a harder item to merchandise. Consequently, our merchandising has been focused more on brand or price than on the product itself.

You will find the same thing illustrated among some of our own cuts. For example, a sirloin or porterhouse steak, which is a very palatable article, is sometimes very difficult to find on a hotel menu. It is simply broiled in butter and is liked by practically everyone. On the other hand, the filet mignon, which, in comparison, is lacking in flavor, is much more vigorously merchandised by those who vend it to the consumer.

It is dressed up with a sauce and featured on bills of fare, and you will find it on almost any table d'hôte dinner. The same is true of other food articles which have had to be dressed up, packaged in some complicated way, and merchandised with great force.



WM. WHITFIELD WOODS
President of the Institute.

That doesn't mean we haven't done as well as the other fellow, but we haven't had the difficulties to meet so far as the product itself is concerned. We have had other difficulties, such as perishability.

How Cutting Losses Occur.

The subject assigned to me requires me to detach from the general program of the Institute those recent activities that have to do with efforts by the industry, through its Institute, to improve merchandising, and largely to ignore routine and comprehensive functions of the trade association. Since that is so, perhaps we had just as well start with our old friend the cutting loss, because it is involved with selling as well as with buying.

It is a mistake, of course, to think of the cutting loss as being simply the result of paying too much for hogs. It may be equally the result of selling a product too cheaply. It is the difference, expenses considered, between what the packer pays for the hog and what he can get for the product on the current market. It is a question of margin rather than of price level.

Therefore, I should like to start, if I may, by discussing some of the efforts made by the Institute, meaning the industry, through its Business Survey Committee to restrain or reduce unsound cutting losses.

Industry Informed on Trends.

In those monthly meetings of men whose companies dress a great majority of all the hogs killed under federal inspection, attention is given to figures compiled each month by the Institute's Department of Marketing. These show the current aggregate cutting loss and inventory profit or loss of the whole industry as compared with those aggregates in previous years.

The industry knows each month where it is trending if it continues its current course of operations. The committee

also has kept the industry informed from month to month on just what was around the corner so far as this particular industry was concerned. No pork packer could claim justly that as the year proceeded he was unaware of what was awaiting him from month to month.

The Business Survey Committee, in its regular monthly report to the membership on November 14, 1931, practically at the beginning of the packing year, speaking of the probable supply of hogs to be marketed in the year ending September 30, said:

"Although the number can be determined more accurately after the fall pig survey, tentative estimates point to a total slaughter of approximately 46,500,000 head, an increase of about 7 per cent above last year's slaughter."

Product Well Merchandised.

I should like to read now just a brief excerpt from a talk made last month by C. A. Burmeister of the U. S. Department of Agriculture: Regarding marketing for the bulk of the 1932 pig crop ended with September he said: "The records show that in the year just closed, about 46,700,000 hogs were slaughtered under federal inspection, or 7 per cent more than in the previous year."

Your Business Survey Committee can't undertake every time to hit the nail that squarely on the head. It can be said now, in addition to the accuracy of their figure, that details as to weights and the domestic and export situation were given. From month to month as the industry proceeded, it had before it the statistical position of the industry from which to work.

I submit that, in all probability, the reports made by the Business Survey Committee to the industry, even though results last year seem unsatisfactory enough, served as information with which the industry retarded its slide down the double toboggan of cutting losses and declining inventories. If the product was not as well merchandised as we should have liked, it was at least exceedingly well merchandised, all things considered.

Payrolls Well Maintained.

With the decrease in exports, a larger proportion of production was thrown back into domestic channels. The declines in value of inventories were terrific. Your cutting losses were steady throughout almost all the year. Yet, faced by those conditions, in a year of so-called depression, this industry marketed at home the largest quantity of pork and lard ever marketed domestically in the history of America.

It wound up the year, very probably, with a little less loss or a little more profit, than in the year before. As Mr. Rath pointed out previously, it is one of the few industries that has kept up its volume; maintained its payrolls in a very satisfactory degree, compared with other industries, and contributed its usual quota to the revenues of the agencies of domestic transportation.

It is a fact that you are again facing another upside-down marketing sequence as we enter the beginning of this new packing year. The best informed opinion seems to indicate that there will be a substantial decrease in the number of hogs marketed in the



GEORGE N. MEYER

(Meyer Packing Co., Indiana, Pa.)
Director of the Institute.

winter months from October 1 through April 30, as compared with the number marketed last year.

At the same time, the opinion of the same observers is that there will be a larger number of hogs marketed next summer than were marketed last summer, which makes what may be called an "upside down" marketing sequence. Consequently, there is every incentive for a packer to examine the situation thoroughly and to have both seasons in mind, when he buys his raw materials. It is only fair to himself and fair to all.

You know how sensitive packers are about their position on numbers. Every packer wants to maintain his position in the industry. It may be that some observers, noting how cutting losses have kicked the industry down into the cellar on occasion may conclude that this position is a sort of stooping posture. That would be amiss, because every business in any industry likes to maintain its place.

Institute Merchandising Experiments.

It is a fact, too, that packers themselves are concerned about the low prices of livestock. If a word from them could lift product prices and livestock prices, that word would be gladly spoken, not only in behalf of themselves but also in behalf of their partners, the livestock producers.

In our educational work regarding cutting losses, we have recognized that the problem is not one of level but of margin. All through the year, as hog prices declined, the cutting loss stayed with us on almost every level.

Reference to the work of the Business Survey Committee was somewhat a departure from the order in which I should like to present to you the other merchandising activities or experiments conducted by the Institute under your direction. I should like to proceed on

the assumption that among the essentials to good merchandising are these:

1—Necessity of clearing the product of a bad name which anyone may have sought to give it.

2—Necessity for ascertaining the good qualities and proper use of the product and of making them known.

3—Necessity of ascertaining with some precision the information and methods of merchandising that are available in the industry. I should like to take up these considerations, if I may, in respect of both meat and lard.

Medical Association Approval for Meat.

In the case of meat, almost the earliest work of the Institute was devoted to cleaning up the disparagement that many advertisers were directing toward this product. With few exceptions, so far as these advertisements, which went to millions of consumers, are concerned, that has been accomplished. Later on we received very stalwart cooperation from another agency in the field, the National Live Stock and Meat Board, about whose work I should like to say more if time permitted.

But, with all of this work, and with the situation fairly clean of slander, it is probably a fact that there were and are a few general physicians who received their medical instruction in another period, and who are not posted on what their colleagues, who expressed opinions at a later date, are saying.

As a consequence, it seemed well in the last year for the Institute's Department of Nutrition and its Department of Public Relations and Trade to prepare a series of statements about meat which would wipe out the last vestiges of the impression that there is something unwholesome in meat. We submitted those statements to the Committee on Foods of the American Medical Association, and they have put their seal of approval upon them. I should like to go over some of that material with you.

Mr. Woods then showed a series of posters and other material which he described as follows:

Because there is not time, I shall not take up all of the things about meat that the committee authorized. The first poster of a series which I shall show you reads: "Meat, a healthful, nutritious food which furnishes complete proteins, excellent fats, some minerals, iron and phosphorus, some vitamins. Eat meat in a balanced diet."

Meat Is a Good Food.

Another poster reads: "Proteins. The lean portions of all kinds of meat furnish abundant quantities of high quality proteins."

"Fats. The fats of meat are excellent sources of energy."

"Minerals. All meat, especially lean meat, livers, hearts, and kidneys, is rich in iron, which makes it one of the best foods for blood building. Meat also contains phosphorus needed for bones and other tissues."

"Vitamins. Vitamins in meat are found more plentifully in livers, hearts, and kidneys."

"Digestibility. Meat is easily and almost completely digested by the human body."

Those statements about meat are accepted by the Committee on Foods of the American Medical Association.

We also submitted booklets gotten out by your Department of Public Relations and Trade under the guidance of the Committee on Public Relations. These are:

"Sausage for Every Taste;" "Pork Cookery;" "Meat Cookery;" "The Merits of Pure Lard;" "The Perfect Pie-Maker, Pure Lard;" "The Old-Time Delicious Shortening."

These booklets were accepted by the American Medical Association Committee on Foods.

Consumer Meat Education.

We think that that acceptance marks a long step toward clearing your product of such bad name as was left from old-fashioned propaganda.

This brings us to the second step: What can we do to make meats' prop-



PACKER LEADERS GREET A GUEST.

Seated, left to right.—John R. Kingan, chairman of the board, Kingan & Co., and Charles H. Frye, Seattle, Wash., packing and retail store magnate, who is paying his first visit to an Institute gathering. Standing, left to right.—Oscar G. Mayer, president Oscar Mayer & Co.; J. C. Hormel, president Geo. A. Hormel & Co.; R. S. Sinclair, president Kingan & Co.

erties and merits known? Well, we have some things already available. We have others in preparation. I would like to show you some of them.

We already had prepared three copies, in three different colors, of the meat cookery booklet that the American Medical Association Committee on Foods accepted. The booklet has been distributed at cost through members. I suspect hundreds of thousands have been passed out. Copies are still available.

Advocates Balanced Diet.

We have also put out to the newspapers of the country a clip sheet on the use of meats—recipes, information, et cetera. A recent issue contains a little article entitled "Lived Nine Hundred Years." I should like to read what the article says; it may lighten the proceedings and hearten you for a little more of this talk. This is not serious, yet it illustrates a point, too:

"Methuselah ate what he found on his plate,

And never, as people do now,
Did he note the amount of the caloric count;

He ate it because it was chow.
He wasn't disturbed, as at dinner he sat
Destroying a roast or a pie,
To think it was lacking in granular fat
Or a couple of vitamins shy.

He cheerfully chewed every species of food

Untroubled by worries or fears
Lest his health might be hurt by some fancy dessert

And he lived over nine hundred years." (Applause)

While that is trivial it also is illustrative. On the advice of our Department of Nutrition, we have always taken the position that the Institute's nutritional platform should be one of common-sense assortment. Surely, if the hog knows enough to feed himself, the human being, with a reasonable amount of instruction, can accomplish the same thing. Our platform has been that the average man's meals should consist of a well-assorted diet that includes a reasonable amount of meat.

That platform has been maintained in the face of temptation. It has been maintained when the raisin people urged the eating of iron, when the fruit people urged fruit to get your vitamins, and so on. Our folk said one don't have to eat any one food because of some one food element for which it is conspicuous, and sentiment is now turning toward a vindication of that platform. We are beginning to reap the dividends of restraint.

I should like to show you some more of this material, if I may.

We already had prepared for the housewife "The Meat Buyer's Guide on Beef Cuts" and "The Meat Buyer's Guide on Pork Cuts." We have put out miniatures of those charts, with recipes on the other side. Thousands of them have been bought and distributed.

Dealer Selling Aids.

Having available material for the housewife and projecting new material it seemed well to reach the trade also, and we have made a beginning on that.

Here, for example, is a little newspaper to which many packers subscribe for packinghouse salesmen. This issue



T. HENRY FOSTER
(John Morrell & Company)
Director of the Institute

carries the story of the American Medical Association's acceptance of statements about meat.

Then we wanted to give the dealer something that would let the consumer know that the wholesome product—meat—is available at very low prices. We worked out the kind of bills that the dealer himself would be likely to develop. One reads: "Economy Specials. Fresh Pork Loins (with a place for the price). Fresh Pork Shoulder Roast, Low in Price, High in Value. Ham Hocks, Fine With Cabbage. Bacon, Good For Any Meal. Fresh Pork Sausage, Makes the Breakfast Complete." We also issued a lamb poster.

Another poster deals with sausage. It reads: "Sausage Specials. All meat, no waste. Practically 100 per cent Food. Tasty Frankfurters, Good Any Time. Delicious Liver Sausage. Good Bologna Sausage, Always in Season." We purposely did not make these handsome; we did try to make them practical.

Meat is not the only one of your products that has suffered from efforts, however innocent, to give it a bad name. Lard has been having the same experience. A manufacturer of perhaps the most widely known and most highly advertised hydrogenated cottonseed oil has advertised by implication that lard is indigestible.

Untruthful Advertising Spiked.

After long-continued negotiations with this advertiser without an adequately satisfactory result, we referred the case to the National Better Business Bureau. They made an investigation. They checked up with the U. S. Department of Agriculture on its literature, and they have made an extended report on the case, of which we shall send you a full copy.

Meanwhile I should like to read you a few excerpts from one of their regular reports, sent to periodicals, advertising agents, etc. Advertising pub-

lished by the Proctor & Gamble Company, manufacturers of a cooking fat sold under the trade name 'Crisco,' has contained the broad inference that other cooking fats cause indigestion and that users of these other fats invite stomach troubles of various sorts.

"Crisco, advertised as 'the fat that digests quickly' is made of hydrogenated cottonseed oil. The product is advertised extensively.

"Since the findings of the U. S. Department of Agriculture refute the theory that lard is indigestible, we disprove the Crisco advertising in so far as it discredits other digestible cooking fats.

"This is an attack upon lard. Neither the advertiser nor its advertising agency has submitted to us one scrap of evidence to prove to us that lard is harmful, indigestible, or in any way unhealthful, yet they see no reason why they should discontinue this attack."

I think that statement will go a long way toward cleaning up the last remaining attack on the digestibility of this product.

Lard Facts Broadcasted.

There remains the second step—to ascertain the merits and proper uses of the product and make them known. We are at work on that, and I can come to you today with one finding that should be stimulating to your sales department. This is a report from the Research Laboratory, based on thousands of pastry-crushing tests, that of all the plastic fats they tested lard showed the highest shortening power.

That is something which you can tell your salesmen—something that can not be challenged. We took an ordinary recipe to make the pastry; then we got a vegetable fat manufacturer's recipes and made pastry with it. Of all the plastic fats tested, lard had the highest shortening power. That fact should be broadcast.

At the suggestion of John Hawkinson, formerly a member of this Institute, we have prepared a rather simple poster which reads: "Use Pure Lard for Flakier Pie Crusts, Better-Flavored Bread, Finer Coffee Cake, Tastier Rolls."

Lard is Best Shortening.

We already have on hand other material, of which many copies had been sold but which this new finding makes particularly timely now. It includes a center-piece for a window display which reads: "Pure Lard For Pies and Other Shortening Uses," and two companion pieces.

Two window streamers of the same series read: "Pure Lard, Special Today." "Pure Lard, Good Value Now." There are also three lard leaflets which have been accepted by the Committee on Foods of the American Medical Association, and some advertisements which packers or dealers themselves may use.

I would not give you the impression that the wording of the promotional material I have shown you is a comprehensive statement of lard's merits. Tomorrow you will hear from H. S. Mitchell on the subject of the "Good Qualities of Lard." You will also see a demonstration on this platform of

pastry-crushing tests and a presentation of the results of thousands of other such tests. These will fire you with a conviction that you have one quality in your product which no plastic fat can compete with—superiority of shortening power.

This brings us to the third category of essentials—an effort to promote better merchandising by the ascertaining of merchandising information that is available, and improving methods of using it. There should also be an attempt by the industry, if possible, to improve that information and those methods.

I pass over, in this connection, the provision stocks reports which are issued more frequently by the Institute than they are available for the same scope from any other source. I pass over the weekly statistics of beef shipments east and beef stocks in New York. I pass over the weekly reports of past prices realized on beef sales in New York, which some packers use to check their own selling effectiveness. Instead I turn to some of the more recent developments of merchandising within the industry, as distinguished from efforts to improve our situation with the public or with the trade.

Market Information Distributed.

At one meeting of the Committee on Distribution Methods somebody asked this question: "What is the relationship between the quoted market on pork loins and sales to the trade?" Nobody knew the author of the question, so it was suggested that we ask some of the local packers to report their pork loin sales on a given day, the information to be compiled and issued under letters of the alphabet rather than by names.

When we got those figures, it was apparent they had a value beyond the purpose for which they were intended. Some packers found that they were selling exceptionally effectively as compared with the average of their com-

petitors. Others found that they were selling exceptionally feebly.

They then said: "Let's put these things out every day and see if we can't get all packers selling in the city of Chicago, whether situated there or elsewhere, to make similar reports."

We did that. Those reports are made every day. They are received by noon of the following day, and on that day the compilations are mailed out. This is purely an informational service, and packers tell us that it is very useful as a means of checking the effectiveness of their own selling.

Packers Advised on Loin Market.

It is a fact that few packers have adequate information on their competitors' selling levels. That is because you hear only of your competitors' weak sales. You don't have your salesmen call you up and say that so-and-so did some awfully good selling today, or so-and-so got an awfully strong price. On the contrary, you form your estimate of your competitor's selling level by the reports of his worst sales; and on occasion you reduce your whole selling level to meet the extreme cases of bad selling.

I should like to show you a reproduction of the report that is published in Chicago on fresh pork. One column shows average prices received on sales of 8- to 10-lb. loins on November 9. This is the weighted average price of all sales. We get the tonnage and amount of money received. The weighted average was 11.11; the lowest average price was \$9.98, received by packer No. 11; the highest average price was \$12.02, received by packer No. 17. Those pork loins met in the same market.

Incidentally, after this service started, one packer called me and said, "Since this service started we have been the lowest seller. We don't want to be in that class. We want to sell our stuff well, and of course, while there is no obligation to sell it any way except as we choose, for the protection of our own business we want to sell effectively."

Reports Made on Smoked Meats.

"When I talk with my people about that they say, 'Well, maybe we are not typical and do not sell exactly the same class of trade.' So, won't you get some of the packers who do the same kind of business to report their sales anonymously?" We said we would, and we got out this chart which shows figures of sales by packers who do somewhat the same class of business.

After this fresh pork report had been out for a while, the same committee said, "If it is good for fresh pork, why isn't it good for cured pork?" Therefore, they began to report smoked meat realizations in Chicago.

They then said, "If it is good for Chicago, maybe somebody else would like to have it." Mr. Hoagland's committee then recommended that the sum of \$5,000 be appropriated for carrying out similar information services over the country and that has been done.

Opinions vary as to the usefulness of the information. Some packers say it isn't worth anything; that it gets them into trouble. Somebody, they say, comes along and observes that the market is pretty good and ships in some pork.



HEADED THE RIGHT WAY.

Vice president Arthur Cushman and president Samuel Slotkin of Hygrade Food Products Corporation walk into the picture.

Others says it is very useful to find out what the actual market is and furnishes a very convenient check on their selling.

Here is a report from Western Pennsylvania. It shows fancy shoulders, fancy smoked dry cured bacon, boiled ham up to 12 lbs. and so on.

Smoked Meat Costs Investigated.

On another occasion the Committee on Distribution Methods got to talking about the sales executives' tendency to include or exclude all costs. The question was raised as to whether every sales executive included every item of cost. So we said, "Let's see. We shall make a survey of the cost of making smoked meats from pickled meats, and we shall send out a form. We won't make any suggestion as to what method should be used in reporting these costs. We will ask each packer to follow his own practice, and then we'll compile the reports and issue them." That was done.

Of course, there were great variations. I recall, for example, that one packer, in making his smoked hams, from pickled hams—a fancy grade—did not add anything for selection. Some others added a dollar. One packer calculated shrinkage at 6 per cent; most of them calculated it at 10 per cent. Somebody was wrong and some company's final selling was influenced by the mistake when those hams met in the market place.

So we said, "Let's try it again. We have gained some experience. Let's draw up a statement of how it should be done."

Mr. Greer and the Committee on Marketing Methods drew up a long, detailed, standard method recommended for calculating the cost of making



LOUIS W. KAHN
(The E. Kahn's Sons Company,
Cincinnati, O.)

Director of the Institute.

smoked meats from pickled meats and setting them on the dock in boxes.

We took off the returns on the basis of that standard method. We obtained returns on a number of items. One form is a summary of the cost of smoked regular hams, fancy grade, 12 to 14 lbs.

Much Variation in Costs.

Let us consider the addition for selection. Packer G added 75c; packer K added nothing; packer P added 25c, and packer S added \$1.00. Shrinkage is pretty close together—10 per cent, 10 per cent, 10.5 per cent and 9.8 per cent. When you apply it to the different costs, shrinkage expense varies quite a little bit.

When you go through all the variations and come down to the final cost of the product, you find that packer K has a cost of \$11.84 per hundredweight and packer S has a cost of \$15.36.

One moot point that always comes up, almost every year I guess, in the Committee on Distribution Methods and among sales managers, not for decision as to amounts of differentials or anything of that sort, but as to the principle of differentials, is: "What basis is a proper one for a differential?"

Should it be based on the quantity of a single item? Should it be based on a composite order for a number of items? Should it be based on the size of an account? We never get an agreement. It is the one thing we always know nobody will agree on. There will be three different opinions. It may be that our expectations that we won't get a unified opinion is the reason opinions differ.

This year, though, on one occasion, Mr. Greer made a somewhat casual study—more casual than he likes to make—of existing information on the subject. We put out to the industry a bulletin on the cost of selling and delivering orders of different size. Mr. Greer found, as to the differences in selling and delivering costs, that for items in the range of 0 to 25 lbs., the average item weight was about 10 pounds. The selling and delivery cost per item in this range is 34c, which is equal to a cost per hundredweight of \$3.40.

Selling Costs Studied.

In the cost of items in the range 25 to 50 lbs., the average item weight is about 35 lbs., and the selling and delivery cost per item is 35c. This is equal to a cost per hundredweight of \$1.00.

From 50 to 100 lbs., the average item weight is 75 lbs., and the selling and delivery cost per item is 36c. This equals a cost per hundredweight of 48c.

On orders weighing from 200 to 1,000 lbs., the average weight per item is 500 lbs. and the selling and delivery cost per item is 40c. This equals a cost per hundredweight of 8c.

When these costs are translated into differences per pound on each commodity in accordance with the quantity of the item, you will find that in quantities of less than 25 lbs. the average cost is about 2.5c per pound more than the cost on quantities ranging from 25 to 49 lbs., which range contains the average items. You might call that zero,



JOHN R. KINGAN
(Kingan & Company, Indianapolis, Ind.)
Director of the Institute.

so far as differentials of cost are concerned.

On quantities from 50 to 99 lbs. the difference in cost is about $\frac{1}{2}$ c minus. In other words, the selling and delivery costs on such items are about $\frac{1}{2}$ c a lb. less. On quantities from 100 to 199 lbs. the costs are about $\frac{3}{4}$ c lb. less, and in quantities from 200 lbs. up, 1c less. But I should advise nobody to go out and apply each of those differentials, because practical selling problems sometimes overturn actual figures.

Bad Sales Practices Curbed.

The Committee on Distribution Methods received some reports that salesmen, after getting of a price advance, had made a practice of going out and selling at the old price, advising their houses that the sales were made before the advance was received. The committee got its dander up about that. It adopted a resolution condemning the practice and, with the assistance of other sales managers in the industry, quite a little campaign was put on against this unethical practice.

The most interesting experiment the Institute has made in merchandising is one I shall not discuss today because its future is somewhat dubious. I had intended to speak about it at length, but I got a letter from an esteemed committee of the Institute which has an infinite capacity for saying "No" so loudly that it convinces you it means it. So, I feel like the young man I once told you about who was coming up for the bar examination. I know I have told the story before but I can not resist telling it now, because it represents my situation so clearly.

A Story With a Moral.

This young man was down in Alabama and apparently his preparation was not all that it should be. He came up before the justices of the Supreme Court, the highest tribunal in Alabama. They asked this boy some questions

from Blackstone. He did not know the answers. They said, "Haven't you read Blackstone?"

"No, I haven't read Blackstone."

They asked him some questions from the English common law, the most elementary questions they could think of, questions that are always asked of candidates. He could not answer them.

The justices said, "Don't you know anything about the common law?"

"No, I don't."

"Well, what do you know?"

"Well," he said, "I am very well versed on the Code of Alabama."

At that one of the justices said to him: "Young man, you had better watch out. Some fool legislature will come along and repeal all your knowledge."

Need for Better Pricing Methods.

So far as this item in my talk is concerned, it has been repeated; but in lieu of talking about it I am going to talk about the need which the experiment was designed to meet.

There is the necessity, in this industry, whenever we can do it practically and in every other way satisfactorily, of developing something that will cut out shading and the necessity of adjusting price to meet the other fellow's price, or what somebody else says somebody else said someone's price is.

This is a serious situation. If it is a fact that you adjust selling level on occasion to your competitor's sporadic weak sales, and he has made a sale that was a shade from his price list, then you have shaded away on your entire selling level a sum equivalent to the average profit of the packing industry per pound of meat—when it can get it. I think we have to work on that problem.

I have reported to you some of the adventures, some of the experiments, of your committees and of the Institute staff working under their guidance, in the merchandising field. Of course, intelligent adventure is usually undertaken only after organization.

When Commander Byrd set out for the South Pole he did not just go down to the Battery and hop on the City of New York and say "Let's go!" He had a great deal of previous flying experience, and a great deal of organization work behind him. It is a little difficult, sometimes, fairly to detach single projects from the background from which they are launched.

Conferences Better Conditions.

If I had time and the occasion were appropriate I should like to tell you about some of the other activities of the Institute in the last year. Among these is the safety awards, a new feature. Four companies went through the entire nine months without a single lost time accident.

I should like to tell you at length of our conferences with the Chicago brokers and of the co-operation we received from them in discouraging any brokers from broadcasting distress sales as representatives sales, and from putting out quotations that represented not offerings but expectations of prices at which products might be obtained.

These brokers, being reputable men, operating their own businesses in ac-

cordance with high standards, were quite ready to join with us in breaking up any such practices.

I might tell you also of our conferences with these same brokers in the battle of the centuries which wound up most amiably and agreeably. These conferences resulted, after some difference of opinion, in a standardization of brokerage rates to Chicago brokers whose friendship and goodwill and service we greatly value. We appreciated the opportunity to confer with them.

I should like to tell you of an admirable piece of work done by the Traffic Committee in connection with the revision of refrigerator car rules, a piece of work distinctly favorable to this industry.

I should like to add here a word or two concerning a subject you will hear about in detail in a moment—the fine work done by the Committee on Interpretation and Appeal.

I should like to tell of the way the sales tax was handled and how packers and the livestock raisers mobilized, and of the magnitude of the effort they made to make their proper interest heard.

Praise for Institute Staff.

I should refer in greater length to the excellent work the Meat Board is doing, but we have sent you a full report of that. Mr. Pollock is here today. We are delighted to have him with us.

All of this work I have mentioned and reported to you is the work of your committees. They are so numerous that it would be impossible to mention them all to you in the time that is at our disposal. It, therefore, would be unfair to mention any except those which the nature of the subject has required us to identify.

It is also the work of the staff serving those committees; the work of Mr. Hardenberg, Mr. Davidson, Mr. Green, Miss Evers, and Mr. Stone, who help me with the general administrative work of the Institute.

If your patience held out, and if it were appropriate to take so much of your time on that subject, I could not tell you enough of how much I owe to those folks and of the unstinted efforts they have given to you. This applies also to all of the departmental directors—Dr. Lewis, Dr. Moulton, Mr. Os- man, Mr. Tefft, Mr. Dudley, Mr. Draper, Mr. George Lewis, Mr. Jones. All of these people have done nobly including the general officers who have been my right and left arms.

They have served you—and I say it to you advisedly and not as a perfunctory report or a few gracious words—they have served you beyond all possible requirements of ordinary interpretation of duty. We have been economizing, and we have put loads on these men and women that go beyond anything that could be construed as being in the ordinary line of duty. I am very happy to report to you my obligation to them and their fine service to you.

Emphasis Placed on Merchandising.

I certainly want to refer to the privilege it has been to work under the direction of our Central Administrative Committee and the Executive Committee on all policy questions. The Chairman of the Executive Committee is the Chairman of the Board, and, if I may say so without presumption and without intrusion, I want to say that he is a wonderful ranking officer for any association and a wonderful counselor and guide.

I should feel ungrateful if I did not testify to the pleasure I have had in working with a man who is alert and vigorous without being petty or interfering, who is courageous but not carping—Mr. John W. Rath. I am deeply appreciative. (Applause)

So far as the Institute's own effectiveness is concerned, in some ways I suspect that this year, which has been about the hardest that the staff has ever been through in point of the quantity of work and change of focus of program, has been about the most effective that we have known. We have swung our whole emphasis toward merchandising. The Business Survey Committee kept the industry informed and thereby free from panicky marketing, even though that marketing may not have seemed satisfactory.

Institute Membership Increased.

Our regular membership was increased; the Service Laboratory added to its earnings and has now paid earnings in the form of funds for research on packing house projects, not only the original grant of \$15,000 with which it was started. It stands free and clear of debt as the property of the members—installed, financed, expended and bought out of its earnings while maintaining moderate rates.

Our Purchasing Department, working under the guidance of the Committee on Purchasing Practice, has exceeded several of its records for volume of business.

Finally, we made economies and re-arrangements which, without divesting the industry of any fundamental activities, made it possible to return to the members a credit of \$50,000.

We have taken joy in trying to serve you. (Applause)

CHAIRMAN NEWCOMB: We are to have the privilege of listening to an address by J. M. Chaplin, Comptroller of Swift & Company, Chicago, who will discuss "Conserving Paper Profits."

Paper Profits

By J. M. Chaplin.

The subject of paper profits is a very important one because, while we report such profits in our loss and gain account and call them profits, they are not really profits. Neither are paper or inventory losses, losses.

Inventory or paper profit is merely the appreciation in the value of the inventory due to a rise in price. Inventory or paper loss is a loss caused by a decline in price.

If the rise and decline occurred within the accounting year of a packer, it is obvious that neither the appreciation nor the depreciation of the inventory would have any effect on the year's results. In other words, appreciation would balance and offset the depreciation, assuming that the same amount of goods was on hand at the beginning and end of the year.

Only Profits Are Cash Profits.

Let us take instead of a year a longer period of time, say a business cycle of five or six years. It is obvious that if we begin at the bottom of prices, at the beginning of this cycle, follow the rise in price to the peak, and then the decline to the bottom, we will have, in several of the years, a substantial showing of better than average earnings. In several years we will also have a substantial showing of poor earnings.

In the one case, business would appear to be good and we would appear to be making plenty of money. In the other case, business would appear to be bad and we would appear to be losing money. However, if we took the whole cycle of five or six years as an accounting period, the appreciation in the inventory would offset the depreciation, and there would remain in the account only the amount of cash or merchandising profits that the business made.

The accounting period is, of course,



MISSOURI JOINS CANADA IN SENDING QUALITY TO THE CONVENTION.

Left.—Being from Missouri, they're willing to be shown. Thos. H. Glynn, Welsh Packing Co., Springfield; John L. Crocker, Crocker Packing Co., Joplin, Mo.; Hence W. Irby, Crocker Packing Co., Joplin, Mo.

Right.—Canada's "white hopes." Norman C. Schneider and Chas. F. Thurlow, J. M. Schneider, Ltd., Kitchener, Ont.; Eugene Proctor, Dumart's Ltd., Kitchener, Ont.



PROFITS ON PAPER NO GOOD.

J. M. Chaplin, Swift & Company, warns packers that sound merchandising is the only safe basis for figuring profits.

a year. It therefore follows that practically every year the loss and gain statement of the packer reflects more earnings than were actually made out of merchandising, or less earnings. Unless the management of the business understands clearly what is taking place month by month and year by year in the way of appreciation or depreciation in inventories, it is obvious that management may be seriously misled into the spending of earnings that are not earnings, for dividends, additions to plants, or expansion of business.

The psychological effect of the present system of accounting is bad. It is not good for a business man to be unduly elated about the magnitude of his profits when they are not real cash profits, or to be unduly depressed about losses when they are not really losses. These are not profits and they are not losses.

Passing of a price cycle over business is similar to the passing of a wave over a lake: The level of the wave is temporarily raised in height and then depressed, but the level of the water is unchanged. The same is true of the passage of a price or business cycle over a business. The level of cash resources should be the same at the end of the cycle as at the beginning, provided paper profits are not disbursed by the device of borrowing money.

Spends Profits Not Earned.

I should like to illustrate this theme by a story of what I might call a typical packer. This man, like all other packers, is carrying an inventory. He has 10,000,000 lbs. of products. He has to carry that much product to supply his trade. He cannot sell out his inventories because he has products in cure, in process of sale, and in transit. He requires 10,000,000 lbs. of products to be on hand all the time to do business just the same way that he requires his plant and machinery.

The time of this story is the top of

the business cycle. The packer is feeling good. For several years prices have been rising. There has been a total rise of 5c lb., so that on his books he finds large profits registered. Ten million pounds at 5c per pound equals \$500,000 which he finds in his loss and gain account registered there by his bookkeepers.

If you look in his bank account you will not find this \$500,000. Nevertheless, he is feeling good because his books show that he has made large profits. He has even gone so far as to build an addition to the plant out of his profits. He has paid extra dividends, and in other ways has got rid of a good deal of them. Of course, if you will look at his notes payable, you may find he has borrowed money to pay these extra dividends and to build the addition to his plant.

Depressed by Losses Not Real.

The scene changes. Several years have passed. We see the packer once more. He still has 10,000,000 lbs. of products on hand. He is feeling blue. His accountants have registered large losses on his books. Prices have fallen 5c per pound, which on 10,000,000 lbs., equals \$500,000.

Is this \$500,000 a real loss? Of course not. It is merely the registration by his bookkeeper on his books of a fall in prices, and is merely an offset to the rise in prices which he had enjoyed several years ago. But, is it not a real loss as affecting the bank account and cash resources of the packer? It certainly is in the case of this packer, not because the mere rise and fall in prices affects a bank account, but because the packer had mistaken the paper profits which his bookkeepers registered on his books during the rise as real profits and had proceeded to pay extra dividends and in other ways dispose of them.

What was the packer's mistake in this case? It was in not recognizing what was taking place during the rise in prices. He should have had his bookkeeper tell him every month how much of the profits registered in the loss and gain account were real cash profits which could be spent and how much were merely marking up of inventory prices.

Only Cash Can be Spent.

If he had known this and had refrained from spending anything except actual cash profits, he could have offset the paper loss suffered during the fall in prices by the reserve created during the rise in prices. In this way his bank account would not have suffered. He would not have spent his profits so freely and paid dividends when they were not earned. Instead of being unduly elated at one time and unduly depressed at another, he would have kept his balance through his knowledge of what was actually transpiring.

But, if the packer had done this, then he would not have had so much money to spend for dividends or for expansion. That would have been a good thing for him and for the meat industry. He would not have gotten excited about what was going on. He would not have infected other people with the desire to break into the meat business.

He would not have built additions to his plants, usually not needed, and at

all times he would have kept his feet on the ground. He would have been a man who was not being misled by surface things, but who had a deeper knowledge of what was going on and used his knowledge in the conduct of his business.

The packer even may have owned a house which he bought at the bottom of the depression in real estate. As real estate appreciated in value and became a real estate boom, his house may have doubled or trebled in nominal value. It would, of course, be easy for the packer to value his residence at two or three times what he spent for it, and in that way create an illusion for himself about how rich he was. But, obviously, he could not spend any of this increase in value unless he placed a mortgage on his residence or unless he sold it for cash.

The same thing applies to packing house inventories. Paper profits from appreciation of values cannot be spent because they don't exist as cash, but merely as figures on the books.

Inventory Reserve Account.

The scene changes to the year 1932. We behold the packer still with his 10,000,000 lbs. of meat on hand, and at the bottom of a tremendous depression. Prices begin to move upward. They are moving upward at the rate of 1c per cwt. per day, or 30c per 100 lbs. per month. As he has a turnover once a month he finds that the mere operation of buying and selling at the market yields him 30c per cwt. more than his ordinary merchandising profit.

What should he do with that 30c per cwt.? Should he be satisfied with his ordinary profit and go out after volume—use this additional profit which the business cycle is throwing into his lap as a means of getting ahead of his competitors?

He can do this if he does not care what is going to happen to him when the business cycle reverses itself. But if he sees clearly what is transpiring he will begin to have his bookkeeper place that 30c per cwt., or \$30,000 per month, into an inventory reserve account and show only as a cash profit what remains. If nothing remains in his loss and gain account, after he has provided for the inventory reserve, it shows that he is squandering in competition a reserve which he will need to meet the decline in inventory values when the business cycle reverses itself.

In other words, he is so handling his business on the upturn in values that his losses on decline will not be paper losses; they will be real bank account losses. He is not earning any merchandising profit.

Perhaps our packer is skeptical about paper profits. He says: "I bought these goods at a certain price. Thirty days later I sold them at an unusually good profit and I collected the money and have the money, itself, in the till. Why is that not a real cash profit?"

Must Sell to Make Profits.

It would be if he stopped there. His money is in the till, and it is a profit. The trouble is, if he is to continue in business, he must take the full amount of the money which he collected and reinvest it in higher priced goods, so

that continuously the advance in the market is registered in purchases and in inventories, and he never gets his investment or his profit out of his inventory.

But, cannot the packer actually realize in cash the paper profit at the top of the cycle? He can realize such a profit if he will sell his inventory and stay out of the market until prices again fall to the point from whence he started to make the profit which he has earned in cash by his selling out. In this respect it is just the same as a man operating in the stock market. He gets his profit in cash only as he sells out and stays out. If he sells out at a profit and then reinvests on the same level of prices, he has not realized his profit.

Obviously, a man who expects to continue in business cannot sell his inventory and quit. He has to have his 10,000,000 lbs. to keep his business going. Therefore, if he is to look facts in the face, he should definitely instruct his bookkeeper to start an inventory reserve to absorb the advance in value of his inventory, so that he will have this as an offset to the decline when it comes.

Two Classes of Earnings.

That is to say, the bookkeeper should average the inventory at the end of each month. If he finds he started the inventory with an average of 10c per pound and closed with an average of 10.25c per pound, there would be an amount of \$25,000 to be placed in inventory reserve account. Similarly, on a decline in prices, if he started with an inventory of 10.25c and ended with an inventory of 10c, there would be an amount of \$25,000 to be taken out and placed in the loss and gain account in order to make a correct showing of the cash profits being obtained currently.

The case of this typical packer discloses two classes of earnings usually grouped by accountants and reviewed by management in one figure. These two classes of profits are:

1—Cash or merchandising profits. This is the profit earned in cash that can be expended.

2—Inventory or paper profits. This profit is non-expendable.

The first is represented by cash in the bank, available for dividends, expansion, payment of income taxes, and debts. The second, inventory profits, which in a going concern are never being realized in cash and, therefore, cannot be expended. The banker will loan more money on larger inventories. In that way it is possible to borrow money from the banker and thus spend paper profits.

I believe it would be beneficial if there were a full appreciation of the role of paper profits and losses in the industry.

Present Methods Misleading.

Management should have a better knowledge of whether cash merchandising profits are being realized at all times and how much is being realized.

It would be particularly beneficial if monthly and yearly figures on which management and department heads operate, showed paper profits and losses separately from merchandising or cash

profits or losses. From an accounting standpoint, this can be done easily.

In the rise and fall of the price cycle no cash money is being made or lost, and we are only misleading ourselves when we feel rich on rising prices and poor on falling prices.

The big questions for the industry is: Are we getting a fair merchandising profit?

Or, On a rising price, are we content to operate with little or no cash margin because rising prices show book profits?

Or, Do we see to it that we get the rise in price as well as a merchandising profit?

A system of calculating monthly how much of book results are cash profits or losses and how much paper profits or losses would focus the attention of management and department heads to the task of earning a cash profit and, in my opinion, would be all that need be done at present and would be quite helpful to the industry.

To what extent inventory reserves should be created out of rising prices to offset losses due to falling prices should, in my opinion, be left to the judgment of each company. Conditions, necessities, and circumstances vary and no uniform rule would be practicable or desirable.

If the plan of full and complete paper profit reserves were adopted, if dividends and expansion were dependent on cash or merchandising profits, it would largely flatten out the business cycle

so far as the packing business is concerned.

It presumably will still be necessary to borrow money to pay income taxes on paper profits.

Management Should Have Facts.

Of course, in the above suggestion of creating reserves during periods of rising prices, we will come seriously in conflict with human nature, unless management makes this question of paper profits their own and sees to it that sound policies prevail.

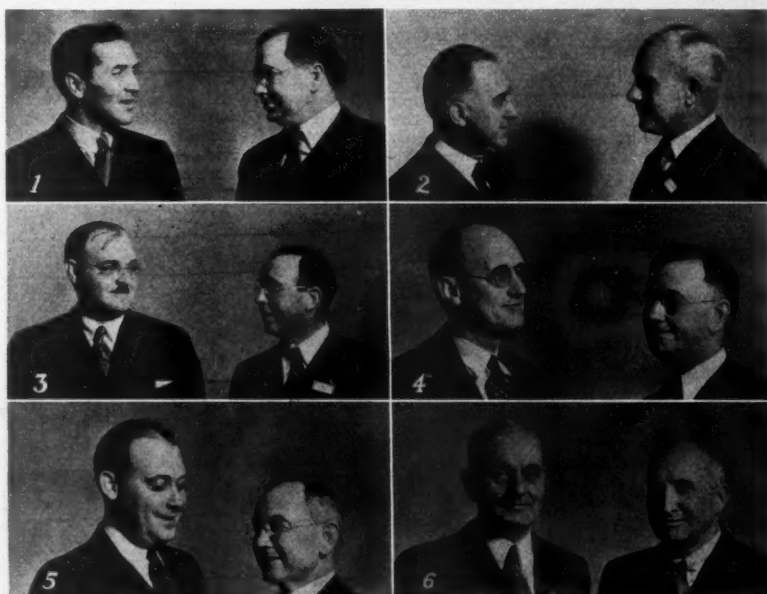
Shareholders are likely to clamor for dividends when business is good and they see large reserves on the balance sheet year after year.

When other industries are showing the effect of the business boom, management in the packing business may similarly feel rich and in the mood to spend, and of course bankers will be quite willing to loan the money on the larger inventory values, and then unwise decisions are likely to be made.

I believe it is a good rule in any business to spend only cash profits for dividends and similar uses.

The important thing is that management, through monthly and yearly figures, should know what is actually being done in the way of earnings, in order that they may shape the policies of their company in the light of that knowledge.

That they be not unduly elated by paper profits or unduly depressed by paper losses, but rather that they



TALKING OVER THE PROBLEMS OF MEAT PACKING.

1. Frank K. Foss, general manager Wilson & Co., Buenos Aires, Argentina, tells president Woods of the Institute some things about South America.

2. President John W. Rath of the Rath Packing Co. and former vice president G. C. Shepard of the Cudahy Packing Co. talk over the old days.

3. President Fred Schenk, Columbus Packing Co., and president F. A. Hunter, Hunter Packing Co., figure out the hog situation.

4. The Editor and advertising manager T. F. Driscoll of Armour and Company recall a common interest in circulatory matters.

5. Vice president D. J. Donohue of the Cudahy Packing Co. and vice president Geo. A. Casey of the Wilmington Provision Co. agree on what makes good merchandising.

6. You may know this pair, the Damon and Pythias of the Hackensack valley: W. A. Johns, manager Swift & Co., Jersey City, and James A. Brady, Van Wagenen-Schickhaus Co., Newark.

should tie up to the proposition that merchandising or cash profits are the only kind that will count with them.

Management should insist on merchandising profits at all times. It would be a great deal of benefit to the economics of the industry.

CHAIRMAN NEWCOMB: We now come to the last address of this session, "Experiments in Industrial Self-Regulation." During the past year, if we had not had our code of trade practices working smoothly, we undoubtedly would have been spending half our time attempting to match fantastic schemes of obtaining business. And all of us would have been losers. This subject will be discussed by Oscar G. Mayer, former president of the Institute, and chairman of the Committee of Interpretation and Appeal. (Applause)

Experiments in Self-Regulation

By Oscar G. Mayer.

The American Meat Packing Industry has now been operating under a Code of Trade Practice Rules for almost three years. As is the case with any measure adopted for mutual benefit, its growth, its direction and its evidences of good results are of continual and absorbing interest.

After the resolutions contained in the Code were adopted at a Trade Practice Conference held at the invitation of the Secretary of the United States Department of Agriculture at Chicago on October 22, 1929, the Secretary wrote the president of the Institute stressing the importance of "complete voluntary observance of the Code."

In this letter the Secretary of Agriculture stated: "... Self-regulation merely begins by the adoption of the Code, and voluntary compliance with its requirements must persist through all the business practices of the trade." The Secretary's statement has been the guiding feature in the administration of the Code.

Shortly after the Trade Practice Conference to which I have just referred, the Executive Committee of the Institute approved a plan for aiding observance of the code of trade practices, which has served since then as a standard of regulatory procedure for the packing industry as regards trade practices. It has also played an important part in our efforts to make self-regulation under the Code a practical and worthwhile undertaking.

Self-Regulation Successful.

Self-regulation, of course, is more than a matter of mere discipline; it is the means of attaining a desired result—in our case, the elimination of those wasteful and uneconomical practices which have in the past cost the packing industry great sums of money for which but little value, if any, was received.

We have many examples of the results of our three years' experiences in self-regulation. One of the most interesting features is the evidence that packers are asking for advice. Incidentally, this feature of self-regulation is one of the most important. It is obvious that, as packers take more and more advantage of the guidance which they may obtain from the Committee

of Interpretation and Appeal before plunging into dubious trade practices, the industry as a whole is bound to benefit.

At the present time, 112 requests for interpretation have been submitted to the Committee of Interpretation and Appeal. Of this number, 41 or 36 per cent have dealt with practices which the packers who submitted the requests contemplated engaging in, because they had some doubt as to whether or not the Code would be violated if the proposed practices were carried out.

In one case, a packer requested advice as to whether it was legitimate under the Code to rebate to the wholesaler of a wholesaler-sponsored voluntary chain a fraction of a cent per pound on all bacon sold to members of the chain. The rebate was to be used for advertising the bacon. The peculiar feature was that the bacon was to be advertised under the wholesaler's brand name and not the packer's.

Records of Cases.

The case at first did not seem particularly involved, but it subsequently developed into one of the most interesting the Committee has had an occasion to consider. The evidence in the case seemed to indicate that the actual retailer buyers did not benefit in any way and the Committee held that the Code was not violated.

Two members of the Committee, however, did not concur in this opinion, and at their request additional facts were secured before any announcement was made of the decision. It was subsequently found that the wholesaler's brand name was also the name of a nationally-known, wholesaler-sponsored voluntary chain of which the local voluntary chain in question was a unit.

Each store of this chain was required to so identify itself in name, in interior and exterior painting of store, in type of service, and in many other ways, that any advertising of the bacon

under the wholesaler's brand name was automatically associated in the consumer's mind with the nearest store of this chain. In this sense any advertising of the bacon directly benefited the dealers or the actual purchasers of the meat.

The packer, of course, received no advertising of his brand name, and in reality was paying for advertising which the dealer would have to pay for if the rebate were not made. After the Committee had again considered this case, it reversed its prior decision and held that, on the basis of the additional facts, the giving of the rebate would violate Rules A and C of the Code.

Premiums Discontinued.

In another instance a packer was asked by a dealer to send to housewives in his neighborhood a quarter-pound of bacon with a letter stating that this bacon and other products of the packer could be obtained at this dealer's store. The packer stated that the arrangement would not be made with other customers. The Committee held that the practice resulted in undue discrimination among buyers in violation of Rule C of the Code.

A proposed plan to give away free a cake tester, having a cost value of 2c, with each pound of lard purchased was held by the Committee to constitute the giving of a premium in violation of the Code.

There was one case where a company outside of the packing industry requested a ruling concerning a coupon-redemption plan in which they proposed to interest packers. The Committee ruled that the plan, if carried out by any packer, would violate Rule D of the Code. The ruling was transmitted to the interested company, and no evidence has been presented that any packer was approached and asked to participate in the plan. Thus the Code kept an undesirable practice from getting a foothold in the packing industry.

Whether a packer should grant a dealer's request for free merchandise to be given away at the opening of a new store was settled by the Committee in another case. The merchandise requested by the dealer included 1-lb. packages of lard and ½-lb. packages of bacon. The packer advised, in response to the Committee's request for additional information, that he would not offer such donations openly and equally to all other buyers. The Committee ruled the giving of these articles would, if carried out, result in a secret and discriminatory concession in violation of Rules A and C of the Code.

Code Prevented Wasteful Expense.

There are many other instances where packers who were in doubt have sought the advice of the Committee to determine beforehand whether to proceed with whatever plan they had in mind.

The Committee's opinion on doubtful practices is, of course, available to every packer, and a decision can be secured in a relatively short time if desired. There have been cases where the Committee has been polled by wire in order to obtain a quick decision for the inquirer in 5 to 7 days.

Many times a packer engages in a practice which, in his opinion, does not violate the Code, because he believes



OSCAR G. MAYER
(Oscar Mayer & Co., Inc., Chicago, Ill.)
Director of the Institute.

there are extenuating circumstances in his particular case. It is always advisable, however, if any doubt exists concerning a proposed practice, to solicit the opinion of your Committee whether the practice is within the bounds of the Code.

It is expected of successful self-regulation within the packing industry that packers will voluntarily strive to merchandise their products in accordance with the trade practice rules. That this is being done is evidenced in one instance by the fact that the industry, with few exceptions, is practically free of the premium evil.

Premiums, of course, don't sell the industry's products. They serve merely to take business from another packer or other packers for a short period of time until those packers start giving premiums—then we all have to give premiums without getting any advantage from the deal. We can be thankful that the Code has kept us from adding a wasteful expense to the price of our products.

Most requests for interpretation submitted to the Committee deal with a competitor's practice. The Committee has so far considered 70 such cases. Some of these requests result from a disagreement between two or more packers concerning a practice of one of them, and is submitted jointly for the purpose of determining which is right.

A Question of Premiums.

Others are submitted in order to determine whether a basis for complaint exists. Since all cases are bulletined, doubtful practices have been submitted to the Committee for decision because the inquirer felt that in this way the fact that the practice was a violation of the Code would be brought to the attention of the offending packer without the need of resorting to a formal complaint. This procedure has often succeeded in obtaining the discontinuance of a bad practice.

In one case recently considered by the Committee, the representatives of two packing companies had considerable correspondence concerning a practice of one of them before asking for an interpretation from the Committee. In this case, the packer whose practice was questioned gave a furniture dealer 1-lb. packages of bacon to be given away, together with products donated by other manufacturers, with each purchase of a nationally-known refrigerator. The practice was entirely an advertising scheme, and the donation of the bacon was in no manner contingent upon the sale of packinghouse products. The Committee's ruling in this case was that the practice in no way conflicted with the Code.

The question of entertaining and treating was submitted to the Committee by a packer who stated that a competitor of his gave the use of his auditorium for the monthly meetings of a retail grocers' association. The competitor also gave the members of the association a banquet and smoker, and in general used this free entertainment as a means of obtaining the good will and business of the members of this retail grocers association.

Combination Sales Decision.

The inquirer stated that his competitor claimed the practice did not con-



MORE PACKER PRIZE TEAMS.

1. When it comes to lard merchandising, ask these boys: E. Kising, Wilson & Co. lard department head, and O. E. Jones, head of Swift & Company's refinery department.

2. From Los Angeles came Walter Luer, of Luer Packing Co. to accompany Carl A. Luer, of Luer Bros. Co., Alton, Ill., to the convention.

3. Vice presidents W. R. Grove and R. F. Eagle of Wilson & Co. confer on the packer program.

4. Olden days at Morris headquarters are recalled when Harry Osman and John W. Paton, Jr., get together. One is now director of purchasing at the Institute, and the other general manager of the Krey Packing Co.

flict with the Code, but that it was all right with him to submit the practice to the Committee for interpretation. It was held that no rule of the Code opposes the practice of entertaining and treating.

A combination offer was questioned in another case. The inquirer stated a packer was offering a pound of pork sausage, one glass plate, a can of syrup, and a package of pancake flour at a combination price. The Committee had previously ruled that the Code does not prohibit the sale of packinghouse products in combination with other articles, provided the combination is sold at a reasonable market value.

The packer engaged in the practice was requested to furnish facts on this point. These showed conclusively that the combination was sold for less than a reasonable market value. The Committee, therefore, held that the element of gift was present and that the practice was in violation of Rule D. The packer engaged in the practice had, of course, considered that the practice was

in no way out of line with the principles of the Code.

In another case, salesmen of several packing companies, knowing that an advance in price was going to take place, booked lard to certain customers in their territory without informing them and then advised the customer on their next trip that this lard had been booked for them at the old price. This practice was deemed a violation of Rules A and C of the Code since the special price was not available to other buyers of similar quantities.

Decisions Impartial.

These cases which I have just mentioned bring out two important features of self-regulation under the Code:

1—No personalities enter in any way into the consideration of a request for interpretation. The Committee of Interpretation and Appeal is necessarily an impartial body because it interprets cases without knowing the identity of the inquirer or of the packer whose practice is questioned except in the instance of a formal complaint. Most of the cases are considered by mail and the members register their vote without knowledge of any other member's vote.

Members of the Committee, as you know, are widely scattered from one end of the country to the other, and are chosen from large, medium, and small operators, so that the Committee is a representative one. There are seven members in all and five affirmative votes are necessary for a decision. Because the Committee is wholly impartial in its consideration of the inquiries submitted to it, it is able to settle the status of a practice in dispute between two or more packers in such a way as to leave the parties to the disagreement on amiable terms.

2.—It must be remembered that we cannot go beyond the provisions of the Code in obtaining the discontinuance of bad practice. All bad practices are not covered by the Code. In American business today there are some 4,000 trade practice rules covering bad practices. Many of these rules deal with special practices that are peculiar to a certain industry. However, the rules of our Code cover only those practices which the industry as a whole has been able to agree to abolish.

Advertised Free Meats.

It would be undesirable to have a rule adopted upon which the industry was not in full accord. It is therefore important to bear this in mind and to realize that it is desirable, before condemning a competitor's practice or the operation of the Code in general, to ascertain definitely through an interpretation from the Committee that the particular practice you question does violate the Code.

If handled in this way, and many cases have been, much bad feeling and misunderstanding is eliminated, and practices are brought to light which the industry may wish to cover by some rule to be adopted in the future.

With reference to complaints: Under the Code, the packing industry has set up individuals and committees as courts of origin and appeal for the settlement of these complaints. During the last three years 24 such complaints have

been submitted to the Institute by packers.

The procedure under the plan for aiding observance of code of trade practices provides for negotiation between the complainant and the respondent before the complaint comes within the jurisdiction of any individual or committee for decision. In many cases, it has not been necessary to obtain a formal decision in order to obtain discontinuance of a practice complained of or to obtain a satisfactory conclusion to a complaint.

For instance, a packing company advertised over the radio that for the best essay on the good qualities of its pork sausage, accompanied by a wrapper from a package of its sausage, it would give \$25.00 for first prize, other sums for second and third prizes, and 1 lb. of its sausage for the next fifty prizes. The packing company also announced over the radio that it would give a pound of scrapple free to consumers with each pound of sausage they purchased.

A Case of Special Prices.

The complainant requested that a complaint be brought against this packing company for alleged violation of the Code. In answer to the complaint, the respondent company acknowledged the practice and agreed to discontinue it. This action was accepted by the complainant company and the case was satisfactorily closed without having been submitted to any committee for a formal decision.

I will cite two cases, however, where the complainants submitted complaints which were considered by Regional Chairmen and by other committees on appeal.

In the first case, it was alleged a packing company, in connection with the sale of its hams at a large store in a certain city, sold the hams at a special price and furnished three demonstrators. It was alleged that the demonstrators, in addition to demonstrating the merits of the product on sale, also acted as salesmen and sold the hams to the consumers.

The complainant maintained that this practice was a violation of the Code. The respondent claimed that the holding of so-called store sales or demonstrations by packers in a large retail store is not and has not been considered a violation of the Code and that the prices given to the store do not differ from those given to other buyers in that vicinity purchasing in the same quantities under the same conditions. The Regional Chairman ruled that the practices resulted in a special service to this store in violation of the Code.

This decision was upheld, on appeal, by the Divisional Committee, the Committee of Interpretation and Appeal, and by the Executive Committee. The respondent agreed to abide by these decisions and to conduct its business in the future so that there would be no further basis for complaint.

Tagging Practice Questioned.

The tagging of non-federally inspected products similarly to federally inspected products of the same company was a subject of controversy in the second case. The complainant claimed that the use of a tag on the respondent's products manufactured in

its non-federally inspected plant, which was very similar to a tag used on a product manufactured in its federally inspected plant, was misleading to the public and to buyers.

The respondent company denied that there was any fraud or deception practiced by it in the labelling of its products prepared without federal inspection. The Regional Chairman upheld the complainant and ruled that the practice violated Rule H of the Code. The respondent appealed this decision to the Divisional Committee, which voted unanimously to sustain the appeal and to reverse the decision of the Regional Chairman. The complainant then appealed to the Executive Committee and it voted to dismiss the appeal and to uphold the decision of the Divisional Committee that the practice was not a violation of the Code.

Except in general cases that involve a number of packers and affect the whole industry, the responsibility for the filing of complaints rightly falls upon the individual packer. First, it is only the packer who is in position of knowing whether violations of the Code are occurring. Second, it is the packer who has the facts upon which a complaint must be based.

If the packer knowingly permits violations to occur without any effort on his part to aid the industry to bring to the attention of the offending packer the fact that the Code is being violated, he, of course, must assume the responsibility for the industry's failure to correct the practice.

Advertising Allowance Legitimate.

I do not suggest that a complaint is the only means of accepting this responsibility. A friendly letter to the offending packer may serve the purpose, or a request for interpretation may accomplish the desired result. But, in no case, should a packer assume that somebody else is going to do the job for him.

The Committee of Interpretation and Appeal, in connection with its decisions, has laid down a number of very important principles with which it is desirable that the industry thoroughly acquaint itself.

With respect to premiums, the Committee has held that articles sold at a reasonable market value or at their cost of acquisition and distribution do not fall within the category of a premium.

The Committee has also held that the giving of samples openly and equally to all dealers and not contingent upon the sale of packinghouse products does not constitute a premium.

In the case of advertising allowances, it has held that where a packer receives full space rate value for the allowance it is legitimate to buy advertising through a buyer rather than through the advertising medium itself.

Open Rebates Lawful.

Any type of allowance, rebate, or discount, when offered openly and equally to all buyers of packinghouse products buying similar quantities, has been held to be legitimate under the Code. The principle has been established that an offer is not made openly and equally unless evidence can be shown that the offer has been widely distributed through the means of a bulletin or otherwise to all buyers of a



T. GEORGE LEE
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Director of the Institute.

similar category buying similar quantities regardless of whether they are regular buyers of the packer's product or not. It is not sufficient to say that if the dealers ask for the allowance it will be given. It must be shown conclusively that such an allowance is offered openly to all buyers.

The principle has also been established that the burden of proof in connection with advertising allowances made to a buyer, rather than to the advertising medium itself, is on the packer to show that the allowance is not a means of effecting a secret or discriminatory allowance in violation of the Code.

These and many other principles laid down by the Committee are of great importance to the packer as a guide for the conduct of his business. A digest of all the cases completed under the Code has now been prepared. Upon final approval of the Central Administrative Committee it will be distributed to members.

This digest contains a description of each case, the Committee's decision, and references to bulletins where full details of the case may be found. The digest is prepared in loose leaf form and pages containing additional material will be forwarded from time to time. It is believed that packers will find this digest of real value, that it will fill a real need.

During the course of its deliberations, the Committee of Interpretation and Appeal has considered requests for interpretation concerning practices which the Code does not cover. It has recommended to the Institute that it may be desirable to consider the adoption of additional rules which might cover these practices.

Each Practice a Committee Problem.

All of you remember that before the Trade Practice Conference was called by the Secretary of Agriculture, a number of regional meetings were held

throughout the country at which proposed rules were discussed and passed upon. The Code finally adopted included those rules which represented the almost unanimous views of the industry. I believe it was contemplated that the Code might in time be enlarged to include other bad practices upon which the industry could agree.

The Committee of Interpretation and Appeal recommends that new rules be formulated regarding commercial bribery, shipment of unsold goods to retailers, and the return of surplus goods by retailers. The Committee also recommends a closer definition of what constitutes a legitimate advertising allowance. The possible adoption of new rules is mentioned at this time so that you may begin thinking about them.

Each practice presents its peculiar problems, and these problems need a great deal of serious thought by each individual packer before any effort is made to canvass the industry for an expression of opinion as to whether it would be helpful to extend our Code by the inclusion of rules covering these practices.

Before concluding, I would like to bring to your attention the dangers of borderline observance of the Code. By borderline observance I mean appearing to observe the Code when in reality evading either the spirit or the letter or both. We all know that such evasions defeat the purpose of the spirit of self-regulation and breed an unhealthy situation. Loopholes can be found in any law, but the Committee in arriving at its decisions attempts to look through to the substance of the matter and to the intent behind a practice.

In a case recently considered a packer sold premiums to a dealer at a profit, and the dealer supposedly was free to sell or give away the article as he pleased. This in itself is not a violation, because the acts of retailers are not subject to the jurisdiction of the Code.

Contract Differences Settled.

The packer, however, gave each retailer a number of circulars to distribute in his neighborhood. The circular contained the offer that a premium would be given to every person making a purchase at that store, most of the circular containing advertising of the packer's goods. The packer contended that the dealer did not have to abide by the offer made in the circular but that if he did, so much the better for the packer.

The Committee rules in this case that the letter and spirit of the Code are being violated; that the giving of premiums by the dealer in accordance with the arrangements made by the packer so directly involves the packer in the practice as to constitute a violation of Rule D of the Code. The Committee also held that a violation of the Code should not be permitted through indication or technical subterfuge.

The Institute has successfully conducted the arbitration of several controversies involving evasion of a contract between buyer and seller. This phase of self-regulation—settlement of commercial disputes—is being studied by the Institute for the purpose of determining the best form of arbitration machinery for the packing industry. It

is expected that packers will eventually make the same use of the Institute's offices for arbitration that it now makes in connection with other problems under the Code of Trade Practices.

Regulation Experiment a Success.

This experiment which the industry has undertaken in self-regulation has been highly successful. The cooperation of packers as individuals has made this possible. We have not, of course, reached perfection, but I feel sure, and I think that you will all agree with me, that we have gone a long way toward eliminating many undesirable practices within our industry. The important feature is that what we have accomplished has been done through voluntary observance and through the use of our own machinery.

It is my privilege to report that out of 140 cases considered under this plan only one has gone to the Department of Agriculture. No case has been filed directly with the Department of Agriculture. This in itself is a real indication that we are handling our own problem.

We have accomplished a great deal during the last three years toward better trade practices. Each of those years has been a part of the greatest depression the world has yet known. Not only packers, but all business men have been faced with the necessity of getting business wherever it could be found. I think it can be said of the meat packing industry that under the Code it has actually improved its standards of buying and merchandising

during this period of unprecedented events, and that as the stress becomes less severe, we will find this improvement growing by leaps and bounds.

The Committee is functioning excellently. Its Secretary, Mr. Stone, has done his work with the promptness and precision called for by an exacting correspondence. We have leaned heavily on our counsel, Mr. Arthur Fisher of the Chicago law firm of Butler, Pope, Ballard and Elting.

Only in a few cases have his sagacious analyses of finely drawn questions and his opinion been differed with by the Committee. He has rightfully insisted upon a full development of the facts in each case before giving his opinion. This has frequently necessitated additional correspondence with the inquirer, prolonging the case somewhat but making a precise final ruling possible.

The presence of counsel in work of this type is indispensable, not only because of the necessity of having a trained legal mind to develop the fine distinctions involved, but also so that the opinion of the Committee can be couched in the precise language necessary to establish a competent record.

Praise for Industry Attitude.

I have nothing but the highest praise for the attitude which has been and is being shown by the industry with reference to their Code. There are isolated cases, of course, where people are trying to keep just a jump ahead of the Committee in conceiving new merchandising ideas of surprising versatility. The Committee feels, however, that



GOOD PAIRS TO DRAW TO.

1. George N. Meyer, Meyer Packing Co., Indiana, Pa., and M. J. Hennessey, Dunlevy-Franklin Co., Pittsburgh.
2. Chas. W. Sartwell, Port City Packing Co., Houston, Tex., and Louis Rosenthal, City Packing Co., Fort Worth, Tex.
3. J. T. McMillan, J. T. McMillan Co., St. Paul, and Irvin A. Busse, Packers Commission Co., Chicago.
4. Albert F. Goetze, Albert F. Goetze Co., and Howard R. Smith, Baltimore, Md.
5. Chris. Kunzler, Ch. Kunzler Co., Lancaster, Pa., introduces son George W. Kunzler to convention scenes.
6. R. L. Treinen, sales manager, and Louis W. Kahn, jr., of E. Kahn's Sons Co., Cincinnati.

as requests for interpretation close in on these practices that they will hardly be repeated.

My final word to you is that we have built up here a magnificent piece of commercial self-regulation which has saved the industry large sums of money and which should become increasingly useful as time goes on. My final pleas in extending you the appreciation of the entire Committee for the splendid co-operation accorded us is that the membership study the digest carefully when it is finally approved and issued to avoid repetition of situations already declared illegal, and that you adopt more and more the policy of submitting to the Committee of Interpretation any and all merchandising practices which you feel may not square with the Code for an opinion before you adopt the practice.

CHAIRMAN NEWCOMB: The meeting is adjourned.

Third Session

Tuesday, November 15, 1932.

The meeting convened at ten-thirty o'clock, E. A. Cudahy, jr., Vice-Chairman, Institute Plan Commission, presiding.

CHAIRMAN CUDAHY: I think today's program is probably the most interesting that ever has been arranged for any of the convention meetings. The first matter is the award of prizes, by H. Peter Henschien, Chairman of the Special Committee on Awards.

PRIZE IDEA AWARDS.

H. P. HENSCHEN: This has been a lean year in the Prize Idea Contest. Your committee received 24 entries, and of these only two, in our opinion, were deserving of an award.

While the result is disappointing, we believe that the source of new and useful inventions is still a fertile field. It may need a little plowing and seeding for the future crop of entries. These things we aim to do by a new method.

The Committee, in its next bulletin, will suggest to the workers in the meat industry that they try to improve certain specific plant operations which we believe are in need of further development. The number of problems will be limited to six, and these will be selected by the Committee at a later date.

By calling workers' attention to recognized deficiencies, we expect to stimulate a general interest in overcoming faults in the methods, machinery and equipment now in use. Special award will be given to the best solution of each problem.

Industry Adopts Prize Ideas.

The value of the prize idea among workers is evident to us who are directly connected with the awards. We find that a great number of successful entries have in time been accepted by the industry as standard equipment and used in many well-equipped plants.

You are familiar with such prize winning entries as the shoulder knife on the hog cutting floor, the bacon skinning machine, the snout pulling machine, the casing measuring machine, the trolley washing and oiling machine, the

automatic opening and closing device for cooler doors, and the hot iron Ink Branding Process. These and many more have found a useful place in the meat plant.

This prize award idea is aimed to discover and call attention to new inventions during the year by the workers in the industry who are mechanically minded, and to encourage the ideas of those who are dissatisfied with present methods and processes within the industry. The practical results to date would indicate that the effort is worthy of your individual cooperation.

New Type Conveyor.

I take great pleasure in announcing that in this year's Prize Idea Contest the committee has awarded \$100 to L. M. Gordon, Wilson & Co., Chicago, Ill., for his entry of an improved type of conveyor for package goods.

Mr. Gordon has combined two conveying principles into one, by installing a universal chain in a spiral chute of friction type. The result is a dependable piece of equipment of reasonable cost, which will convey packages and barrels down from one floor to another, and horizontally to a storage or loading point.

This type of conveyor is not an original design by Mr. Gordon, but he has very cleverly adapted the principle for use in a packing plant. Mr. Gordon also wins the silver replica of the Charles E. Herrick cup.

Score Marks Lard Cans.

An award of \$50 was made to B. S. Harrington, Armour and Company, Chicago. His entry consists of a new method of score-dating lard pails. This device is attached to the conveyor or table on which the lard pails are filled, and places a score-mark on the side of the can.

The date of the marking can be read by means of scale key and code in the possession of the manufacturer and his sales representative. It is a practical and simple device which will be of value to lard and compound manufacturers.

It always has been the custom to award a prize for the best presented entry. This year's winner is William Aust, Cudahy Bros. Co., Cudahy, Wis. He prepared a very complete and work-

manlike model of a trap to prevent iron or other foreign substances from entering an Offal Hasher. He is awarded \$50 for his entry.

CHAIRMAN CUDAHY: We will now hear from A. D. White on "What the Live Stock and Meat Industry is Planning for the World's Fair." Mr. White is Chairman of the Committee on Live Stock and Meat Exhibit at "A Century of Progress."

What Livestock and Meat Industry is Planning for World's Fair

By A. D. White, Chairman.

Presumably you've heard about "A Century of Progress" and the livestock and meat exhibit which is to be there. Some possibly have had two or three letters from us about it, inviting you to participate.

A large part of the packing industry has responded very well to our request for funds to finance this exhibit. The response from some other groups in the livestock and meat industry, notably those who furnish supplies to the meat industry, also has been fine. There are some packers who have not yet contributed.

It has not been the best time to raise funds for any undertaking, no matter how worthy. The fact that the packing and other industries have subscribed to date approximately \$50,000 is a pretty good indication, I believe, that the exhibit is worth while. If it were not, I can't conceive the industry putting up that much money for it. Even though times are not so good, the industry seems determined to keep meat to the forefront.

Some folks have wondered whether, in times like these, the Fair will be held. The answer is, that if not another nickel's worth of exhibit space is sold by the fair management, the fair can be opened on time and with a highly creditable showing.

National Government to Participate.

With public spirited citizens of Chicago behind it—including some from our own industry—A Century of Progress has been planned and has been



VETERANS AND EXPERTS IN THEIR LINE.

1. James Somers, for 53 years in Armour's dry sausage department, gets a gold button.
2. H. Kirke Becker, of the Peters Machinery Co., gave the industry a new money-saver this year in his junior packaging machine.
3. Charles S. Hughes, head of the Hughes-Curry Packing Co., Anderson, Ind., believes in modernization as a profit-maker.

conducted in a business-like way. Not a penny has been asked by the fair management from city, state, or nation, and they are beholden to no one. The fair has been entirely free from any suspicion of graft or political connivance. Many buildings have been completed, and others are under way. I am told construction work is weeks ahead of schedule, which has been followed since its adoption with only one important change, the substitution of a thrilling sky ride instead of a large fountain.

The United States Government has appropriated \$1,000,000 for its participation. Virtually all of the states, many foreign countries, and most of the nation's greatest industries are participating.

Participation of the packing industry in the exhibit was sought almost two years ago. A Century of Progress urged the advisability of a collective, cooperative exhibit, without brands or trade-marks, in which the interesting and important economic and other facts about the industry and its products might be shown. Soon thereafter the President of the Institute appointed a committee to consider the industry's participation in the fair.

Following appointment of the Exhibit Committee, participation of the packing industry in A Century of Progress was discussed at a meeting of the Executive Committee of the Institute of American Meat Packers. It was the recommendation of the Executive Committee, that, since the exposition would be national and even international in scope, it would be appropriate for the entire industry to participate. The Executive Committee also recommended that the exhibit be a joint exhibit rather than one in which individual companies would exhibit separately.

Personnel of Committee.

Although the Exhibit Committee was appointed originally to consider the participation of the packing industry in the World's Fair, it early became evident that the entire livestock and meat industry had an interest. The Committee thereupon broadened its functions and added to its membership so that it now includes, in addition to representatives of the packing industry, Dr. John R. Mohler, Chief of the Bureau of Animal Industry, representing the U. S. Department of Agriculture; R. C. Pollock, representing the National Live Stock and Meat Board; John A. Kotal, representing the National Association of Retail Meat Dealers; C. W. Kaiser, representing the Retail Meat Dealers' Association of Chicago.

The Institute of American Meat Packers is lending its good offices and such help as it can to keep expenses down. At the request of the Committee, and with the approval of the Institute's Central Administrative Committee, the Institute acts as custodian of the exhibit fund.

While the Exhibit Committee has the aid and cooperation of the Institute, as it does of other agencies in the livestock and meat industry, it is an individual unit operating for a specific purpose. It should be clearly understood that the solicitation of funds for the exhibit is not an Institute solicitation

in any sense. As I have pointed out, the packing industry is only one of many industries that are being solicited by the Committee.

This international exposition is different from anything in the past. It is new and distinctive. The exhibit will feature motion, animation and scientific discoveries, rather than row on row of finished products. To date a sum of \$85,914 in 10c admissions has been collected by the fair. This is an average of over 5,000 a day. On some days the attendance exceeded 40,000 people.

In 1893, 26,000,000 attended the World's Fair. An attendance at this fair is estimated conservatively at at least 50,000,000 in 1933. This widespread patronage affords an unusual opportunity for the livestock and meat industry to present an outstanding meat exhibit.

Display Especially Designed.

Our Committee has worked hard to produce a progressive plan for a unified exhibit that will dramatize the vastness of our industry and picture its tremendous importance to this nation's agriculture. Very appropriately, the center wing of the Agricultural Building was selected for the Live Stock and Meat Exhibit. Our space is 60 ft. wide by 68 ft. long, an area of 4,080 sq. ft.

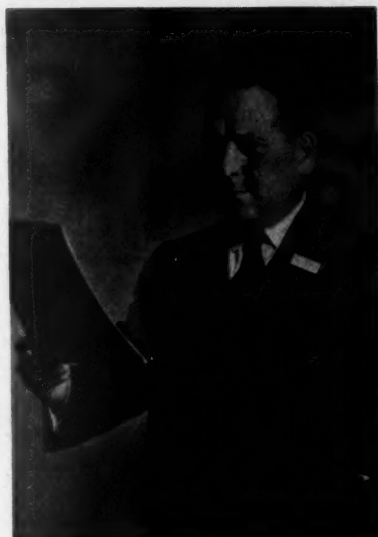
An attractive facade 60 ft. long will be enhanced by changing light and color effects. The entrance has been especially designed to attract attention forcibly to the exhibit. The entrance is shaped like a funnel, 40 ft. wide in the main aisleway and 16 ft. deep. Placed diagonally at the right, a life-sized diorama depicts the romance of the cattle industry. Attention will be attracted to the interesting figure of the lone cowboy mounted on his horse, watching his herd of choice cattle at a water hole located up in the summer grazing grounds of the picturesque range country.

The vastness will be pictured with realism that will make the visitor feel himself a part of the scene. And to present all of the rich coloring of the western range country, changing light effects will transform this scene from daylight to moonlight. On the left of the entrance, another large diorama will show a modern feeding farm in an atmosphere of sunshine and cornfields. Moving trains of livestock cars and cattle trucks will transport the animals to market.

New Contrasted With Old.

The comparison of the 1833 and 1933 types of hogs and cattle and lambs will also be shown. A modern stock yards will be pictured near the preceding dioramas. The foregoing displays form the funnel which will lead visitors next into a meat cooler.

The moment the visitor enters the white-tiled meat cooler he will be conscious of a change of temperature created by a circulation of cold air. A cutting table will be placed along the center aisle of the cooler to hold a number of wholesale cuts. Models of beef, pork and lamb carcasses will be hung on the usual trolley equipment. Carcasses and cuts will carry the B. A. I. inspection stamp. Branded beef will be shown marked with a roller



WORLD'S FAIR EXHIBIT HEAD.

Arthur D. White, advertising and public relations director of Swift & Company, who heads the Committee on Livestock and Meat Exhibit for A Century of Progress exposition, and who told the packers in convention of its assured success.

reading "Graded and Stamped," accompanied by a placard reading "Beef branded with grade name is available to consumers." The cooler wall opposite the entrance will be mirrored to create the effect of distance.

A contrast of old methods with the new will be shown in picture form. Sausage, boxed for shipment, and other packinghouse products will be shown neatly piled along the cooler wall. From the cooler, visitors pass through a white canvas protecting vestibule into and through a refrigerator car which will demonstrate the care used in shipping meats under refrigeration. Here, too, a model of the first refrigerator car will be shown.

Having passed through and observed the heavily insulated doors and the exterior of the refrigerator cars, visitors will next see a diorama in which trains of refrigerator cars are transporting meats to large consuming centers. Another step in the continuity shows a refrigerated meat delivery truck in front of a retail store which has an attractive meat display in the window.

A wide variety of sausage and cut meats will be displayed in two regulation show cases at the front of the meat store. This store is equipped with a walk-in cooler having a glass front for display of other meat products, also a block and modern equipment. On the back wall will be the U. S. Department of Agriculture meat charts for beef, pork and lamb, which will be explained electrically and mechanically to visitors in a novel and interesting manner.

Meat Food Value Emphasized.

As visitors approach the counter, an electrical device causes a robot to indicate the various cuts of meat on the charts and give a short talk on each. Directly over the retail store, historical mural paintings will show the old methods of merchandising meat in con-

trast with the new. A revolving stage will show in four scenes "Why Meat Satisfies." On either side of this stage, large panels will feature in a comprehensive manner the importance of United States Government inspection. One will show a large facsimile of a B. A. I. stamp with suitable explanatory copy. The other panel will show a hand applying the stamp to the wholesale cuts on a beef carcass, with the explanation that the stamp appears on each wholesale cut of meat.

An entire side wall of our exhibit space, about 50 ft. long, is devoted to illustrating "Why and How Meat Should be Used." Dr. John R. Mohler, Chief of the Bureau of Animal Industry, United States Department of Agriculture, and a member of our Committee on Live Stock and Meat Exhibit, has assured us of the cooperation of the Department in furnishing valuable informative material to assist in making this part of the exhibit an attractive feature.

A central attraction portrays "Meat in the Great Outdoors." These words are lettered in gold on the arch of a rainbow which forms a proscenium for a setting in which three changes of scenery are shown—camping, picnicking and boating—together with the meats appropriate for each recreation. To the left and right of the center attraction, illuminated panels will be devoted to information on nutritive value and uses of meats.

The U. S. Department of Agriculture has at its command people who can produce accurate models of the fresh meat cuts and cooked dishes showing meats in the low-cost diet, which are to be displayed in this feature. An optical illusion will show the component parts of a satisfying meat meal—rib roast of beef, vegetables, etc., in color, and then changing, perhaps, to a picture of a healthy child at play—a pleasant thought for the visitor to carry away.



W. F. SCHLUDENBERG
(Wm. Schludenberg-T. J. Kurdle Co.,
Baltimore, Md.)
Director of the Institute.

Meat History in Mural Paintings.

Through the exhibit the historical highlights and epoch-making developments in the meat industry will be pictured in mural paintings. A tablet will show what a large part of the nation's wealth is invested in live stock production, manufacturing and retail marketing systems. All available by-products and their uses will be displayed in one glass case. Informative literature will be distributed from the information office which will also serve as a reception room for special guests.

On a large panel, headed by the U. S. Department of Agriculture, will appear the names of all the companies which are participating to make this exhibit possible. This list is placed conspicuously where all visitors may see the names of the participants.

This exhibit is international in its scope, but most of us here today are interested in the national aspect of the exposition, as people from your town and people from all parts of the country will attend.

Brand or trade names will not be shown in the exhibit, but every company handling products associated with the handling of meat should benefit from the improved feeling toward meat as a food which is sure to result.

The estimated cost of the Live Stock and Meat Exhibit is as follows:

Space	\$25,200
Construction	40,000
Maintenance	3,500
Literature	6,000
Miscellaneous	4,000
Administrative	6,600
Total	\$85,300

Funds are being solicited from live stock groups, stockyard companies, retail dealer organizations, industries serving the meat industry and others. The need for this exhibit is indicated by the fact that foods which are in direct competition with meat for consumer preference will be represented by large and comprehensive exhibits.

Each factor in the livestock and meat industry should realize the necessity for giving livestock and meat proper representation at this fair and willingly assume the financial support necessary to create an outstanding exhibit designed to increase in a general way the sale of all meat products.

I hope with that presentation the Committee may have a liberal response from those who have not indicated their willingness to support this enterprise. We have gone into detail in order that you may see we are really trying to do a job for you. Thank you. (Applause)

CHAIRMAN CUDAHY: I am sure that was a very interesting talk, almost as satisfactory as having visited the exhibit. Mr. White surely has shown us something. On behalf of the Institute, I would like to add my plea to his to those member companies who have not contributed to please do so as they feel they are able. We will all benefit by this exhibit. There is competition among other food product companies, naturally, and we want to see the meat exhibit put forth in extremely good shape. We all will benefit.

I am sure we are all going to be interested in the next feature on the program. I noticed in a newspaper last night an ad for shortening—a cotton-

seed oil product which we all know very well—at 17c lb. In the same newspaper I saw an ad of a very well known brand of pure lard, in cartons, at 6c lb.

These prices illustrate the competition between shortenings and lard. I am going to call upon Dr. W. Lee Lewis, who will speak on "A Demonstration of the Superiority of Lard as a Shortening." He is Director of the Department of Scientific Research of the Institute.

Superiority of Lard as a Shortening

By Dr. W. Lee Lewis.

Pie is the most popular American dessert. It is especially favored by men. This has led to the somewhat extravagant statement that, "Anything between two crusts is good enough for me." However, today we are not going to talk about what goes between two crusts. That is good, bad, or indifferent to start, and is not greatly affected in itself by the cook. What we are interested in is the one or two crusts that envelop the pie filling.

The following items enter into a pie crust: Flour, shortening, water, salt, and the cook. The cook is probably the greatest variable, because mixing pie dough to make a good crust calls for a combination of technique and intelligence seldom perfectly blended in one person.

Shortening is the next large variable after the cook. Shortening, properly mixed, is the constituent that makes the crust light and flaky or, as we say, short. It does so by separating the particles of sticky gluten in the flour from each other. It insulates them, as it were, so they will not otherwise run together, adhere and make a hard, cement-like mass on cooking. The question we raise is: "Are all shortenings of the same value?"

How Shortness Is Measured.

It is a fundamental of scientific fact that if five variables enter into a result, and we desire to study the effect of one of them, we must fix or make constant the other four. Here we have flour, shortening, water, salt, and the cook. We want to study the effect of using the same amount of different shortenings on the shortness of the resulting pie crust. As a practical matter we shall use the same flour, water, salt, and the same cook, thus insuring uniformity of treatment of each shortening used.

We shall insure against changes in all the materials used by storing them properly. We shall mix them at the same temperature and cook them for the same length of time at the same temperature. We shall standardize every motion and every condition in great detail so that variations in the resulting test crusts will surely be due only to differences in the shortening used.

How then will we measure the relative shortness of the resulting pie crusts? It is believed that a pie crust that is shorter than another will crush and break more easily between the teeth. It is assumed, therefore, that the weight required to break the test crust will be an index of its shortness. Accordingly, workers in this field have developed an instrument called a short-

ometer, adapted from the principles of testing the strength of building materials.

Tests Prove Lard's Superiority.

The essential parts of this instrument are:

- 1—A pan scale supporting a bridge upon which the rectangular piece of test pie crust to be broken is placed.
- 2—A breaker arm which falls between the two supporting arms on the pan.
- 3—A motor, geared low to apply the stress steadily and slowly.
- 4—A dial and hand to indicate the ounces of stress applied to break the test cake.

For the purpose of demonstration, the dial has been enlarged and a light aluminum hand attached to the shaft of the scales.

In work of this kind many tests may be made and the vast amount of data resulting tested by precise statistical methods. To demonstrate the instrument and show you a typical result, we have made 20 test pieces of pie crust with lard, and 20 with a popular all-hydrogenated vegetable oil shortening. (The test pieces then were broken on the shortometer in view of the audience with the result that lard was shown to be a far superior shortening agent.)

This result is typical of some 20,000 such tests that have been made in the Institute's Research Laboratory and they establish beyond all fear of refutation that lard has the highest shortening value of any other edible, plastic fat.

CHAIRMAN CUDAHY: We will now hear from Miss Jennie D. Fisher, research chemist of the Institute.

Shortening Value

By Jennie D. Fisher.

Considerable work has been done at the Research Laboratory of the Institute of American Meat Packers, founded by Thomas E. Wilson at the University of Chicago, on the methods of judging and improving the quality of lard. It has been my assignment to study another side of the question—the good qualities of lard as a cooking fat.

After some consideration of the qualities in which lard is known to excel, we decided that it would be wise to investigate first what promised to be lard's most outstanding superiority—shortening value. All previous investigations of the shortening value of fats have indicated that lard is a superior shortening agent, but there has been no comprehensive study of statistical accuracy made which has definitely proved its superiority.

Piecrust Experiments.

The average of a series of determinations is commonly used for the purpose of comparison. It is a well-known fact that an average alone is not a reliable indication of the nature of the data from which it was taken. For example, one may have four numbers—3, 4, 3, and 2—a total of 12 and an average of 3. Another series of figures—1, 8, 1, and 2—may total twelve and have an average of 3. It is quite plain that the average for the first series is much



PROVES THE VALUE OF LARD.

Miss Jennie D. Fisher, research chemist of the Research Laboratory of the Institute of American Meat Packers, who told packers things they ought to know about lard's shortening qualities.

more trustworthy than the average for the second series.

There are certain mathematical tests which can be used as criteria of the reliability of the average in a series of experimental observations. Former investigators of shortening value have failed to apply these tests. Therefore, we felt that it was necessary to repeat and extend the study. All of our averages have had these tests applied and they have met the tests.

With the counsel of the Sub-Committee on Lard Cookery, we chose piecrust as a test product because of the fact that it is one of the most widely used articles of food in which the shortening agent is an important factor.



DR. W. LEE LEWIS

Director, Institute Department of Scientific Research.

In a preliminary study involving over 3,000 shortometer determinations, we developed a satisfactory method of procedure which we have used in each of the experiments reported in this paper. We found it necessary to standardize the manipulation very carefully in order that we might have only one variable in this investigation, that is, the kind of fat used.

The ingredients were carefully weighed. Each movement during the rolling process, the length of time required for the entire mixing process, the length of time and temperature for baking, and the length of time the wafers were cooled before being tested were very carefully standardized.

Tests Prove Lard's Superiority.

For comparison of shortening value we have used the average of 1,000 breaking tests of piecrust made with each fat tested. For the first experiment we used five fats. The piecrust was made with 41 parts fat (by weight) to 100 parts pastry flour. The results of this experiment are given in Table I.

TABLE I.—SHORTENING VALUES.

Kind of fat.	Average breaking strength.	Comparative shortening value.
Refined lard	15.54	100%
Hydrogenated lard	15.80	76%
Compound	21.01	73%
Hydrogenated cottonseed oil (No. 4)	21.24	73%
Hydrogenated cottonseed oil (No. 6)	22.00	70%

For our next study we used 44 parts of fat (by weight) to 100 parts pastry flour. This recipe is the one recommended by the Home Economics director for an important manufacturer of hydrogenated cottonseed oil. We deliberately chose this formula in order to be able to meet the possible criticism that we had used, for the former study, a formula which was particularly suited to lard.

The method of procedure for this experiment was the same as that used in the first study. The results are shown in Table II. We used the same five fats that were tested in series I and a vegetable compound in addition.

TABLE II.—SHORTENING VALUES.

Kind of fat.	Average breaking strength.	Comparative shortening value.
Refined lard	10.71	100%
Vegetable stearine-vegetable oil compound	12.86	83%
Hydrogenated lard	14.02	76%
Hydrogenated cottonseed oil (No. 4)	14.23	75%
Animal stearine-vegetable oil compound	14.30	75%
Hydrogenated cottonseed oil (No. 6)	15.11	71%

These figures again show that lard is a superior shortening agent. In spite of the fact that both of these studies show the superiority of the lard as a shortening agent, we were not yet in a position to state authoritatively that lards in general are better shortening agents than these other fats, because of the fact that we had used but one lard. It is conceivable that it might not have been representative.

Different Kinds of Lard Studied.

In order to determine whether lards in general possessed relatively high shortening value and did not differ among themselves in this respect, we made another study using two open kettle leaf lards, the refined steam lard that we used in the first two studies, two other refined steam lards, and the

hydrogenated cottonseed oil (No. 6) previously used.

We again used 44 per cent shortening in this experiment. The results are given in Table III.

TABLE III.—SHORTENING VALUES.

Kind of fat.	Average breaking strength.	Comparative shortening value.
Refined steam lard	8.89	100%
Refined steam lard	8.06	102%
Refined steam lard	8.75	101%
Leaf lard	9.74	91%
Leaf lard	9.88	90%
Hydrogenated cottonseed oil (No. 6)	12.73	66%

These results demonstrate that lards, as a class, are of high shortening value. It would appear, in a preliminary way, from this test that leaf lards are not quite as high in shortening value as the refined lards, but they are significantly better than the hydrogenated cottonseed oil.

Twenty-three Thousand Tests Made.

In these three series of tests, hydrogenated cottonseed oil (No. 6) has been shown to have about 70 per cent the shortening value of refined steam lards.

As a further check on the reliability of our results, we have made another study of the refined steam lard and the hydrogenated cottonseed oil used in each of the experiments. In this last study we used only 70 per cent as much lard as hydrogenated vegetable oil. The shortness of the test cakes was substantially identical.

To complete the study of shortening value, we expect to make other experiments, using general purpose flour for piecrust, and as a final problem we shall use sweet cooky as a test product. These experiments, involving 23,000 shortometer determinations, all show lard is superior in shortening value to all other plastic fats studied in this investigation.

CHAIRMAN CUDAHY: I think Dr. Lewis, Miss Fisher and the staff that has worked on this proposition are to be congratulated for the exposition they

have given us on the subject. They have spent two years working on it and certainly we can see definite signs of advance.

We will now hear from Mr. H. S. Mitchell, of Swift & Company, on "The Good Qualities of Lard."

Good Qualities of Lard

By H. S. Mitchell.

First, I will give you my conception of the attitude of the trade, particularly the bulk trade, toward shortening in general.

Second, I will cover the principal baked products consumed by the American public, giving you as far as I can the facts concerning the use of lard in each product.

During this discussion, I would also like to present some rather radical ideas with respect to the attitude of the consuming bulk trade toward proper quality necessary in such products as cake to satisfy the housewife. And in conclusion I will make several suggestions which, I believe, will be helpful in our efforts to elevate lard to its proper place in the shortening field.

The history of the various baked products which we consume is very interesting. The correlation of this history with the trend in shortenings is instructive but not very pleasing to the manufacturer of lard. Let us first consider bread which is the most important of the bakery products.

Wins Trade by Improving Quality.

Not so many years ago, over 80 per cent of the bread consumed in this country was baked by the housewife in her kitchen. The commercial shop had to be satisfied with the remaining 20 per cent of the business. This condition was not, of course, conducive to profit in the baking business so the leaders of the industry determined to find the reason for such an uneven division of the bread production and, if possible, change it.

What they accomplished is now history. At the present time 80 per cent of the bread production comes from the commercial shop and the remaining 20 per cent is baked by the housewife. This ratio may be only approximately correct at the moment because of the present economic situation with its effect upon the family budget and the tendency among some bakers to reduce quality in competitive wars. This can only spell failure for the participants. It does, however, represent the average division over the past few years.

It is important for us to note here that the baking leaders found the housewife was making her own bread because the quality of the commercially baked product did not satisfy those who sat around her table. Steps were taken to improve the product and this was brought about by improvement in quality of all ingredients used and more important by improvement in manufacturing procedure and control. Science was applied to bread making. The result was the quality of the product soon reached a point where the housewife felt she could buy and be satisfied.

By way of comparison let us turn our attention to the production of cake, which probably ranks second in importance among bakery products. Manu-

facture of cake is a comparatively young industry and is in the same condition relatively as the bread industry was years ago. Today over 80 per cent of the cake consumed is produced by the housewife. The industry must be satisfied under present conditions with less than 20 per cent of the potential market.

The reason for this condition is again found in quality of product offered. Practically everyone connected with the baking industry will concede that the housewife bakes rather than buys cake because the bakers' products lack something which her kitchen baked cake has. It is this something which accounts for the large amount of cake which comes from the kitchen ovens.

Housewife Bakes Best Cakes.

You will note here almost an exact parallel so far with the bread situation previously described. But now let us consider briefly the steps which have and are being taken to capture the large potential cake volume for the commercial shop.

You will recall that the quality of bread was brought up to the housewife's requirements by the application of science to bread ingredients and methods of production. There is considerable doubt in my mind whether this same procedure, so successful with bread, is being followed in the work which is being carried out in the interests of cake.

The growth of the cake business, comprising now only a small percentage of the potential possibilities, has been practically coincident with the development of the hydrogenated vegetable oil shortening. Many of our present ideas and theories concerning the production of cake, as well as other bakeshop products, have originated from sources interested primarily in the production of this type of shortening. Such qualities as creaming power, water absorbing ability, and bland flavor have come into prominence possibly not because of their particular desirability for the production of the most satisfactory products but because they are inherent properties of shortenings available for extensive advertising campaigns.

Baker Can't Get Cake Business.

I offer, therefore, the suggestion that investigation of cake problems has been led along the lines of endeavor particularly advantageous to hydrogenated vegetable oil shortening rather than along the lines followed successfully in the bread field. This is the scientific investigation of the qualities and production of the baked product itself. Whether this assumption be right or wrong, there is ample evidence that no serious inroads have thus far been made on the 80 per cent of cake production handled by the housewife, and this indicates to me that the line of attack may well not be the proper one.

I will discuss this particular phase of the question more in detail when we consider the use of lard in the production of cake. My purpose in presenting the material so far covered, which really has no direct connection with the subject given me, is to build a background for some possible good qualities of lard which we do not at present advocate generally and persistently to the trade.



JAY E. DECKER
(Jacob E. Decker & Sons, Mason City, Ia.)
Director of the Institute.

I have stated that the development of the hydrogenated oil shortening and the cake industry cover about the same period of time, and have inferred that present cake quality has been made to fit in with hydrogenated vegetable oil shortening properties rather than developed from the standpoint of reproducing the housewife's product. As an indication of this, let me call your attention to the qualities of the ideal shortening as they have been presented to the baking trade for the past 15 years by the active advocates of such products.

Shortening Specifications.

- 1—Color—Glossy white.
- 2—Flavor—bland.
- 3—Smoke Point—High, 450 degs. Fahr. better.
- 4—Creaming qualities—Must cream light and hold volume.
- 5—Water Holding Capacity (Emulsification)—Must emulsify with the water of the batter.
- 6—Keeping Qualities—Must maintain its original desirable flavor for an appreciable time in the cake or other products in which it is used.
- 7—Consistency (Plasticity)—Must incorporate properly in the mix.
- 8—Uniformity.

The baking industry at present has been led to accept these properties as essential to a successful cake shortening. What is more important to lard producers, these same properties are being represented as essential to the production of all baked products. The movement of lard to the background in the shortening field is directly proportional to the success which has been attained in selling this idea to the trade.

This brings us to the consideration of the principal bakery products. We will have time to consider briefly, only bread, pie, crackers, deep fat frying, and cake. All of the material which I will cover in connection with these several products is predicated on the theory that each particular shortening has its own particular place in the production of baked products where its use for one reason or another is especially advantageous.

I am not going to ask you to depend on my word alone for this, but will present some rather decisive proof that the theory is correct. I will quote you authorities from the baking industry itself, representing companies well equipped with laboratory and testing facilities, so that they may determine definitely what is best for their business. Their statements were made under oath in a hearing before an official body in Washington and represent, as I see it, not opinion but fact developed from experience and research.

Lard Best for Bread.

Lard is the best shortening for use in the production of bread. It was, in fact, formerly considered the standard shortening in bread. When the subject was discussed at conventions and bakers' meetings, lard was accepted without question as the leader, and comparisons were made with it as such.

Any change which may have occurred with respect to this situation has resulted from successful selling of the

all-purpose shortening idea with the characteristics as noted, rather than from better quality produced by fat other than lard.

The percentage of shortening used in bread will vary from 2 to 3 per cent based as the baker calculates percentage, on the basis of the flour. The total score or quality of the loaf improves very rapidly up to two percent. The rise is quite gradual between two and three percent. After three percent there is a quite rapid decline.

The small percentage of shortening present in bread does not permit of any startling effects upon the loaf. There is, however, a noticeable improvement

in the character of the crust with the increase in shortening content. The extreme brittleness decreases with the addition of shortening and is replaced by the much desired pliable crust which results from the lubricating action of the fat.

Lard Improves Flavor.

The texture of the crumb is also improved, with a slower improvement with additional amounts. Lard is probably slightly superior to other shortenings when considered in connection with character of crust and texture because of its longer plastic range, insuring satisfactory mixing under varying conditions of handling, and also because of its greater shortening power.

But the chief advantage of lard in bread work is found in its flavor. The flavor of the lard does not, of course, carry through as such into the finished loaf. Neither does the flavor of salt, sugar, malt, or yeast. All, however, contribute their bit toward the final flavor. I maintain that a loaf of bread made with lard is superior, from the flavor standpoint, to a loaf made with bland shortenings.

Let me offer evidence at this point, consisting of sworn statements made by representatives of two of the largest bread baking companies in the United States:

I—Director of Laboratories, of a large baking chain with plants located throughout the country, says under oath:

Q—Do you consider there are certain purposes for which lard is especially suitable?

A—Yes, for instance in the production of bread and rolls.

Q—Will you please state why you consider lard especially suitable for the production of bread and rolls.

A—Primarily because of the particularly fine flavor which it imparts to those products.

Lard Superior in Pies.

II—Manager of cake sales and production of another nation-wide system of bakeries, says under oath:

Q—Please explain fully in what department lard is used in your company and the reason for its use therein.

A—We use it almost exclusively in our bread products and exclusively in our main bread product. It is used because hydrogenated vegetable oil shortening will not give the desired flavor and characteristics that we desire to have and which the business has been built upon.

Q—Do you regard lard as a shortening which is peculiarly suitable for bread?

A—We do.

I am quite sure you will agree with me that there is very good evidence to the effect that lard and not the so-called ideal, all-purpose hydrogenated oil shortening is, as stated previously, the best shortening for bread.

Approximately three-fourths of the dessert served to men in hotels and restaurants is said to be pie. This proportion does not hold true in the case of women, as the estimate claims only one-quarter for them. It appears again that the woman is not sold on the



LONG AND SHORT OF IT.

1. H. Fred Vissmann of Louisville and Louis Sucher of the Chas. Sucher Packing Co., Dayton, O., give each other the down and up.

2. J. Donohue and general superintendent R. E. Yocum of the Cudahy Packing Co.

3. Something practical for the sausage-maker when vice president Lawrence Pfaelzer and president Sig. Strauss of the Independent Casing Co. go into conference.

quality of bakers' products. Pie crusts are mixtures of flour, shortening, water, and salt, with the shortening present in percentages which vary from 30 to 100 per cent on the basis of the flour. Lard is the best shortening for this work. It has three outstanding advantages in the production of pie crusts.

Pie Flavor Improved.

1—The flavor of lard crusts is far superior to that produced by bland shortenings.

2—Actual shortness resulting from the use of lard is considerably more pronounced than that found from other shortenings.

3—The plastic range of lard is considerably longer than that possessed by other shortenings, which permits the satisfactory mixing of the pie dough at cool temperatures, a procedure which is acknowledged by all of the best informed of the baking industry as productive of the most satisfactory crust.

The first advantage is, of course, subject somewhat to personal likes and dislikes, and has lost some ground in late years because of the propaganda favorable to the bland, all-purpose shortening. Most unbiased pie bakers, however, will say that the lard crust is desirable from the standpoint of flavor.

The second advantage has been proven by scientific methods, making use of instruments of various types known as shortometers. These instruments measure the actual shortening power, especially in those mixes where the fats act in a lubricating capacity only, and show definitely that lard has from 10 to 20 per cent more actual shortening power than the hydrogenated vegetable oil products.

I might point out in connection with the third advantage, namely plastic range, that the manufacturers of hydrogenated oil products have worked for years without success to duplicate the plastic range of lard in their product.

Why Bakery Uses Lard.

The director of bakery research of a large bakery, says under oath:

Q—Please state the principal purposes for which lard is used in the baking industry (based on experience with present company).

A—Lard is used in the manufacturing of bread as well as pies.

Q—In pies, I assume you mean the crust.

A—Yes.

Q—Do you know whether hydrogenated vegetable oil shortenings are used in the manufacture of pie crust?

A—I couldn't say as to that. In my experience of 15 years I have never used them.

Q—You never used them?

A—No. We always use lard. It gives a better crust and people don't get away from lard in the making of it because the housewife can very easily determine a pie made of any other fat.

Now, let us turn our attention very briefly to crackers. Some few years ago when one discussed shortening problems in the production of crackers, comparisons were made with lard as the standard. Lately, however, the active battle against lard by other types of fat has met with considerable success in this field.



F. S. SNYDER
(Boston, Mass.)

Director of the Institute.

Flavor and superior shortening power are the qualities which make lard the best shortening for the manufacture of crackers. This baked product is made from a yeast-raised dough and is baked in thin sheets to a dry, crisp wafer. The shortening used acts as a lubricant surrounding the various particles of other ingredients such as the flour.

It is common knowledge in the cracker field that lard will produce a crisper, tastier cracker than any other fat. Shortometer tests have proved conclusively that the lard cracker is shorter and, therefore, more pleasing from the standpoint of that quality best described as "chewability."

Must Have Good Keeping Qualities.

A shortening to be successful in cracker manufacture must have good keeping quality. Good lard does have good keeping quality. I have seen crackers made from lard which were over a year old and still sweet and without trace of rancidity development. On the other hand I have seen crackers made from lard which become rancid in 6 weeks time.

I have also seen crackers made with hydrogenated vegetable oil product which were decidedly rancid after storage for 6 weeks. I make this claim with respect to keeping quality of shortening in connection with the production of crackers: Furnish the manufacturer with lard meeting the specifications necessary for his problem and it will prove entirely satisfactory.

His requirements are severe and he should have the highest quality of lard made. You will note that the hydrogenated vegetable oil shortening producer makes a special product for this work. The lard producer can furnish a suitable lard by accepting and following the proper specifications.

Non-uniformity has been the principal argument against the use of lard for crackers. This condition is, however, largely a thing of the past. Uniform lard can and is being furnished

by strict adherence to correct standards.

The director of research and development of one of the progressive baking companies, said under oath:

Q—Is there any one shortening that is a universal shortening, or do the different shortenings occupy distinctive places in the baking industry?

A—Different shortenings occupy distinct and different places.

Q—Where do you use lard as a shortening?

A—We use it in biscuits, crackers, cookies, bread, and other yeast leavened doughs.

Q—Is it your practice to substitute one kind of shortening for another?

A—No. We use each class of shortening for the purpose for which it is best adapted in the baking industry.

Lard for Doughnuts.

We have now covered bread, pies and crackers. The feeling in the baking industry toward lard for these purposes is still somewhat favorable in spite of the lack of support given it. This feeling does not exist, however, toward the use of lard for the production of either doughnuts or cake, and if we are to admit the correctness of the existing unfavorable attitude in these particular instances, then we should dismiss these two products with the simple statement that lard is entirely unsuitable for them.

But let us consider the matter carefully, and see if we cannot find justification for the use of some lard in the manufacture of doughnuts or cake. Shortening is used in the dough batch and also as a frying medium in the frying of doughnuts. For the sake of convenience only, the baker prefers to use the same fat in the dough as he uses in the frying kettle. The fat used in the dough does not appreciably influence the flavor because of the spices and flavor usually used and because of the relatively small percentage of fat present in the dough itself.

This is not the case, however, with the frying fat, because approximately 20 per cent of the finished doughnut is fat which is absorbed during frying. This amount does exert an influence on the flavor. Now we are informed that 385 to 395 degs. Fahr. is the proper frying temperature and that 3 ounces of fat per dozen is the proper absorption. I am not going to say definitely at this time that this information is incorrect. But I am going to ask this question: Were these instructions arrived at in an investigation intended to produce doughnuts comparable to those made by the housewife?

Mary Meade in the Chicago Tribune says to fry at 350 to 356 degs. Fahr.; Everybody's Cook Book says 360 to 370 degs. Fahr.; The Household Searchlight Institute says 365 degs. Fahr.; Mrs. Peterson's Simplified Cooking says 370 degs. Fahr.; Belle Lowe in Experimental Cookery says 350 to 355 degs. Fahr.

Gives Distinctive Flavor.

Why the appreciable difference between these directions and the present commercial practice? The correct answer to this question might be extremely interesting to producers and merchandisers of lard.

Doughnuts can be fried in lard under the proper conditions of frying. I personally like the product so made. It is true they will have more than the 3 oz. of absorbed fat. But so do those produced by Mrs. Housewife. It is true that they will have evidence of lard flavor. But a great many people like this flavor and prefer the doughnuts carrying it.

The majority of those who dislike the flavor did not come to that opinion of their own accord, but were led to it by the persistent presentation, in one way and another, of a certain type of shortening. I know of a number of bakers who are using lard successfully in this work at the present time. One fries 700 dozen per day; another, 1,000 dozen per day; and still another, 1,500 dozen per day. If they can do it, why should we agree that lard has no place in this work?

The small shop particularly should find the use of lard advantageous because the finished product, in my opinion, will be more like the housewife's doughnut and will stay fresh longer because it has slightly more than the 3 ounces per dozen absorption advocated for commercial products. I would be foolish to tell you that lard can be heated as high and as long as the hydrogenated vegetable oil products and still retain the same degree of "life," as the baker calls it. I do maintain, however, that very satisfactory doughnuts can be made in lard by slight changes in the frying time and temperature.

And what is still more important, the doughnuts produced in lard will probably be more nearly like in quantity the old-fashioned kind that used to come from the kitchen just as soon as the cold weather set in. I am no longer telling the trade that lard is not suited for deep fat frying. I believe that it is, under proper working conditions.

Fundamentals of Cake Making.

There is also a prejudice against the use of lard as an ingredient in cake. We can only touch upon this briefly. There are three general methods of producing cake:

We have that class which depends for its lightness on beaten eggs, as for example sponge cakes or angel food cakes when made with whites:

Then there is that class which makes use of an inorganic leavening agent in addition to creamed shortening and beaten eggs. The layer and loaf cakes are usually found in this class.

Last there are the pound cakes which depend for their lightness upon the creaming and emulsifying power of the shortening. The procedure followed in making a cake of this latter class is to place the sugar and shortening in the bowl and incorporate air by creaming or mixing. This forms a foamy mass, the volume of which is in the case of certain shortenings, more than double the volume of the original mass.

When the sugar-shortening mixture has been sufficiently creamed, the milk, eggs, and flour are added in such a way that the foamy structure is not broken down. The dough going into the oven, therefore, contains finely distributed particles of air moisture. The air and moisture, particularly the moisture, when exposed to the oven temperature, expand and produce the volume and the

texture characteristic of this type of cake.

We were led to believe for a long time that the expansion was due entirely to the air taken up by the shortening in the creaming products. That made a very good selling story for the good creaming products. But some recent investigation and calculation have shown that the expansion of the air could theoretically only account for a small proportion of the total rise obtained in the oven. We now know that the vaporization of the water accounts for the rest and greater part of the oven kick.

The cake industry, almost to a man, has accepted the characteristics of the ideal shortening, as given in the first part of this discussion, as essential to the production of quality baked goods. In spite of this very general agreement, I often wonder whether we are not on the wrong track in cake work. The baker's principal competitor is admitted to be the housewife. But did you ever compare the average commercial cake to the product as it is usually made in the kitchen?

Does Baker Need Educating?

The commercial cake is light and to me invariably dry. That produced by the housewife is moist, rich, and would probably be called heavy by most bakers. This difference is undoubtedly due to excessive creaming in commercial production. Several investigators have shown that the great majority of formulas used by bakers and expressed in pounds and quarts are not appreciably different from the housewife's formulas when converted by calculation into teaspoons and cupfuls.

Therefore, I submit that if the baker's cakes do not compare favorably with the housewife's product, and the division of cake production between commercial shop and kitchen indicate that they do not, then the difference is very probably due to the difference in

mechanical methods used. The housewife does not have the facilities to whip a great amount of air into the batter, but she surely appears to turn out a most satisfactory product.

May I leave this thought with you then? It might be discovered on investigation of cake production with particular attention to amount of creaming, that the education of the baker has been carried too far in this respect and that lard plus the right amount of chemical leavening might lead to a product more satisfactory to Mrs. Housewife than that which she apparently refuses to buy now.

Points on Lard Merchandising.

I would like to go further and tell you of other products in which lard may be used successfully. They would include cookies of certain types, cream puff shells, coffee cake, etc. I would also like to discuss some advantages which lard may have from a nutritional standpoint, but time will not permit the further consideration of these subjects.

And now in conclusion let me mention just a few pertinent facts with respect to the use of lard:

1—We have improved the quality of our product in the last several years. We should talk about this improvement more, especially to our customers and prospective customers. Don't accept the non-uniform argument as if it were an undeniable fact. Strict adherence to specifications can and has largely overcome former serious difficulties in this respect.

2—Lard is a satisfactory shortening for many bakeshop purposes. Let's become familiar with them. Let's make our organization familiar with them. And finally, let's take advantage of every opportunity to make the trade familiar with them.

CHAIRMAN CUDAHY: I am sure I express the sentiment of the meeting when I extend thanks to these gentlemen and this lady for this very fine exposition on lard. I know they can derive some satisfaction from the fact that their efforts and studies have lent further impetus to the improvement of the manufacture of lard and its better merchandising.

We will now have the pleasure of hearing from Mr. Howard Greer on "How to Select Profitable Customers." Mr. Greer, as you know, is Director of the Institute of Meat Packing at the University of Chicago and Director of the Institute's Department of Organization and Accounting.

Selecting Profitable Customers

By Howard C. Greer.

One striking thing about meat packing companies is the close attention they give to the kinds of product sold. Most companies have detailed analyses showing their sales of each product—perhaps in several hundred divisions—with tonnage, value, average price, and frequently gross margin on each product shown in the sales analysis. If sales of any product fail to equal expectations, salesmen are instructed to increase their selling efforts on that product, special sales campaigns are



BACKS EVERY GOOD CAUSE.

Wm. E. Felin, head of John J. Felin & Co., Inc., Philadelphia, Pa., succeeds his late father as a director of the Institute.

put in motion, special advertising is done, etc.

An equally striking thing about meat packing companies is their lack of attention to the kinds of customers sold. Few, if any, packing companies have any record which shows which are its good customers and which its poor ones; which are buying more and which less; which ones are being served at a profit and which are unprofitable.

While extensive efforts are made to develop a trade in all types of product, very little study has been given to the problem of selecting and cultivating profitable types of customers. A few experiments which have been made in this field have proved highly successful. For the industry as a whole much remains to be done.

This talk is to suggest some of the things which need to be considered in studying classes of customers for the purpose of choosing profitable sales channels and sales outlets. A few of the results of an actual study of some typical cases will be presented by way of illustration.

In presenting this material let me emphasize first two important points which should be borne in mind throughout the discussion. These points are important, because if we do not keep them in mind in thinking about the problem, we may hastily form conclusions which are not only invalid but which may obscure the benefit to be obtained from a thoughtful analysis of the problems.

Customers Can be Made Profitable.

The first point is this. If in the illustration here presented, or in any analysis resulting from a similar study, it appears that one class of trade is more profitable than another, this does not imply that the less profitable (or even the unprofitable) trade should be eliminated. Sales managers in all lines of business have frequently assumed that such a course of action was being recommended; not wishing to take such action, these executives have concluded to disregard all aspects of the findings.

The principles to be grasped are:

1—If some kinds of customers are profitable the more customers of that kind we have the more profitable our business will be, while the more of the unprofitable kind we have the less profitable our business will be.

2—Efforts should be made to cultivate the profitable class of customers and to eliminate, not the unprofitable customers, but the causes of unprofitableness.

The second point is this. Customers of almost all kinds can be made profitable if sound methods of handling their business are developed and adopted. These methods must be suited to the circumstances of the company and of the customers. In the meat packing business, for example, I know of some companies whose costs of distribution are as high as \$3.00 per cwt. and others whose costs are as low as 25c per cwt. Both types of business are done at a profit, but is clearly impossible to give \$3.00 service on 25c margins.

If you choose to compete on prices with the company selling on a 25c margin, you must adjust your service and your costs to that margin. If you



HOWARD C. GREER

Director Institute Department of Organization and Accounting.

choose to compete in service with the company which is taking a \$3.00 margin, you must adjust your price to the cost of such service.

The difficulty with many companies is that they are endeavoring now to handle all classes of customers, without knowing (or at least without applying) the costs of serving customers of various types. There is nothing inherently impossible about serving all classes of customers (although I am inclined to think it is less likely to be done well than the service of some one or two selected classes), but it is impossible to handle all classes of trade at identical prices and with identical service.

Service Expense and Profits.

I am laying great stress on the necessity for selling prices which cover the cost of the product and the service rendered, because I believe that there is nothing more important to the success of this business, and most others, than a firm resolution on the part of the people engaged in it that they will not engage in practices which are economically unsound. Such procedure carries its own penalty with it. If a customer will buy from us on such terms that we can handle his business profitable on a margin of 25c per cwt. and we refuse to serve him on such a margin, there will soon be someone in the field who will take advantage of the situation and we shall lose the trade to a concern which knows what it costs to extend the service and is courageous enough to proceed accordingly.

On the other hand, if we undertake



CHAIN STORE HAS PROBLEMS.

Ye Ed gets a few valuable pointers from T. F. Snodgrass, who is responsible for the meat policy in 3,600 Safeway stores.

to sell every class of customer in small quantities with heavy service expense and do not demand the margin necessary to cover such costs we shall find our results increasingly unprofitable. What we should really do is to determine what the customer can afford to pay while maintaining a competitive position in the trade, and then devise a means of serving him at a price he is able to pay and at a cost we are able to meet.

There are many customer service characteristics which are important from the cost standpoint. I should like to report to you briefly on a few which have previously been given relatively little attention, and to suggest that you make some study of these as they affect your own trade.

During the past year we have been conducting, through the Institute of Meat Packing at the University of Chicago, a study of customer experience of three Chicago branch houses of packing companies. The analysis covered a period of five years (from 1926 to 1930 inclusive). This study was designed to bring out such points as:

1—How long the average customer remained active.

2—How many new customers were gained and how many old ones lost each year.

3—What kinds of customers were served and how they differed as to volume of purchases, size of orders, length of life, bad debt losses, etc.

4—Why customers are lost.

5—Whether some types of customers are more likely than others to be long-lived and profitable and if so, which ones and how they can be identified in advance.

The information as to length of service life has proved very interesting. We found that the average turnover of the customer list is very rapid—about once in 19 months in each of the three branch houses studied. This means that while maintaining an average of about 800 active customer accounts throughout the period, these branch houses served over 2,400 customers in the five years.

Average Customer Turnover Rapid.

Sixty-nine per cent of the customers served had ceased to buy before the end of the five-year period. About half of all new customers gained were lost again before the end of the first year, two-thirds before the end of the second year, over 86 per cent by the end of the fourth year.

When we say the average turnover of the customer list is once every nineteen months, we don't mean of course that all of today's customers will be lost within the next year and a half. On the contrary, there are apparently on the books at all times quite a number of customers who have been buying for four years, five years, six years, up to 10 years or longer.

These customers, in fact, are the ones from whom we obtain most of our business. There are, however, a great number of customers who come on the books for only a short period, buy a small quantity of goods, and then disappear from the records. It is these

short-lived, small-purchase, high-cost customers who account for the high average rate of turnover, and also doubtless for the unsatisfactory character of much of our distribution.

How important is this question of length of life? That depends on how much time and effort you spend in obtaining the business of a new customer. This may be much or little, depending on your policy and your salesmen. If you know what proportion of your men's time is put on attempting to develop new accounts you can make some estimate of the cost. You might figure out how long you must keep an ordinary customer, and how much you must sell him, in order to compensate for this cost of establishing the initial relationship with him. This may be important or it may not.

Factors Determining Service Cost.

I know of one large institution in another field which has recently failed because it overlooked this simple fact. It set up a schedule of operations based on a certain cost for obtaining customers, with the expectation that it could keep them on the average for five years. In actual experience it kept them on the average only about one year. The initial cost, which might have been absorbed successfully over a five-year period, was too burdensome to permit of a profit when it had to be recovered in a single year. The company is in the hands of a receiver.

Further particulars on this plant will be given in the detailed study which is to be published shortly. For the present, let me suggest merely that this question deserves attention. With this brief reference to the problem, I want to turn to other customer characteristics which may also be of significance.

We can probably agree that among the things which determine the cost of serving a customer are:

- 1—Probable length of life (already mentioned).
- 2—Total volume purchased.
- 3—Size of average order.
- 4—Bad debt losses.

There are other things, of course, but these are readily obtainable as to most customers, and it may be possible by using them as a basis of judgment to form some impression about the relative costliness (and perhaps the relative

TABLE I.—CUSTOMERS CLASSIFIED BY KIND OF STORE.

	Number of customers.	Average life months.	Average purchase per customer.	Size of average order.	Bad debt losses.
All stores	2,442	19	\$ 6,200	\$26	\$1.30
Meat markets	514	24	13,400	27	1.30
Combination meat and grocery	489	28	11,100	24	.20
Delicatessens, groceries, etc.	479	12	700	12	5.50
Restaurants, lunch rooms, etc.	222	16	1,700	22	10.27

TABLE II.—CUSTOMERS CLASSIFIED BY SIZE OF STORE.

	Number of customers.	Average life months.	Average purchase per customer.	Size of average order.	Bad debt losses.
All meat markets	514	24	\$13,400	\$27	\$1.30
Large	120	32	30,200	36	1.28
Medium	211	25	10,200	22	1.18
Small	173	19	4,600	17	1.08

profitableness) of customers of various types.

How do stores of various kinds compare when they are studied from these viewpoints? The customers of the three branch houses were classified according to the type of business conducted. We found a large variety of customers on the books. These included meat markets, combination meat and grocery stores, delicatessens and other food shops, restaurants, lunch counters, barbecues, drug stores, hotels, hospitals, bakeries, and numerous other types of establishment. The experience with these different types of customers was very different. I have prepared a brief and much condensed table to show the wide variations among some of the more important groups.

Food Stores Desirable Customers.

From the summary (Table I) it will be noted that a large number of customers are meat markets or combination meat and grocery stores. These customers on the whole constitute a desirable class of trade. Their average rate of turnover is once in 24 to 28 months (against an average for all stores of once in 19 months). Their average total purchases are between \$10,000 and \$15,000 (against an average for all customers of about \$6,000). Their bad debt losses are something less than the average.

Contrast these with the delicatessen-grocery-other food store group and with the restaurant-lunch counter-barbecue group. Customers of both these latter types are very numerous and quite evidently more costly to serve than the meat markets. Notice that nearly 500 delicatessens and grocery stores bought an average of only about

\$700 each (against \$13,000 for the meat stores). Notice their high rate of turnover, indicating a short service life. Notice their very small orders, and their extraordinarily high ratio of bad debt losses.

For these three branch houses, at least, it is obvious that meat markets and combination stores constituted a far better class of trade, making up the greater bulk of their volume, while customers of the other classes which are almost as numerous even though much less desirable.

In Table II an analysis has been made to show the comparative record of meat markets of large, medium, and small size. A store with three or more full-time men was considered large; between two and three men, medium; less than two men, small. It is worth knowing that not only are the larger stores larger buyers (as might be expected), but they buy in larger individual orders and have a longer service life; also that their bad debt losses are somewhat smaller. It has been supposed often that small orders come as frequently from large stores as from small ones, but this was not the case with these branch houses in the period studied. It would seem that a single packer probably gets about as great a proportion of the large store's business as of the small store's business, which, other things being equal, of course makes the large store the better customer.

This is not to be construed as indicating that the small store is necessarily an undesirable customer. Many of the small meat markets are satisfactory customers from all viewpoints. It is true, however, that they are in gen-



THREE OF A KIND IS A PRETTY GOOD HAND.

Left.—Rudolph Mattis, Max Trunz, Inc., New York City; J. L. Jacobs, Armour's casings expert; Chas. Trunz, another "comer."
Right.—Harry J. Williams, operating vice president, Wilson & Co.; Judge J. D. Cooney, vice president; W. W. Bowers, general manager Albert Lea Packing Co., Albert Lea, Minn.

TABLE III.—CUSTOMERS CLASSIFIED BY FIRST MONTH'S PURCHASES.

	Number of customers.	Average life months.	Average purchase per customer.	Size of average order.	Bad debt losses.
Less than \$25	821	12	\$ 500	\$13	\$2.25
\$25 to \$50	338	17	1,000	16	2.13
\$50 to \$100	317	20	2,200	18	1.39
\$100 to \$200	307	23	4,300	21	.89
\$200 to \$500	352	26	9,000	23	1.50
\$500 to \$1,000	210	30	17,400	26	.82
More than \$1,000	117	38	50,500	30	1.43

eral more costly to serve, and also that a smaller percentage of them buy consistently enough and in large enough quantities to make their business satisfactory.

Small Accounts Seldom Grow.

One more analysis, and a very interesting one, has been made in terms of the size of the customer's purchases during the first month of his connection. It has long been a popular idea that we must serve small customers while they are small in order that we may build them up into the large customers of the future. Actually most of them do not stay with us long enough to be built up, while, further, there is overwhelming evidence that the store which starts buying in a small way almost invariably continues to buy that way, and that the great majority of our large customers have been large customers from the start.

In Table III, the customers of these three branch houses have been divided according to the size of their first month's purchases. The correlation between this amount and the length of service life, the volume of total purchases, and the size of the average order is so close as to be astonishing.

For every group an increase in the size of the first month's purchases means an increase in the average service life, an increase in the total purchases, and an increase in the average order. From these results, one can almost predict by looking at a customer's first month's purchases how much

his total volume of purchases will probably be.

It is fairly conclusive that the customer whose first month's purchases amount to less than \$50 is almost certain never to buy in substantial quantities or to be worth while in any other sense. Of the 224 new customers of this class obtained by these three branch houses in 1927, only 8 made average purchases of over \$100 per month over their entire history.

If an average of only 4 out of every 100 of these customers develops into a profitable outlet, it would seem that there is probably some better way of determining which accounts should be cultivated than by bringing in 100 or so new ones every year in the hope that 3 or 4 may survive. Of these accounts newly obtained in the year 1927, one customer whose first month's purchases amounted to over \$2,000 made aggregate purchases in the ensuing four years which were greater than the combined purchases of 155 other customers who bought less than \$25 in their first month.

Studies to Be Published.

There are numerous other aspects of this study which we believe deserve the attention of packinghouse sales executives. Details of the findings will be published shortly in the form of a booklet which will be distributed to all members. I hope that when you read it you will bear in mind the points which I made at the outset, and view it as simply suggesting the necessity for a study of the types of customers available, their probable service characteristics, the margins obtainable on their business, and their all around suitability as outlets for your products.

If some class of customers are better adapted to your merchandising methods and your service and pricing policies, you may wish to concentrate on customers of that type. That is to say that you will wish to cultivate customers who show some promise of being profitable. As to the customers you now have, you will want to keep all or most of them and to make them profitable if they are not in that classification now. And in every case you will want to be sure that you are doing your merchandising job as efficiently and economically as possible for the kind of service you are attempting to give, and that you are obtaining the margin which is necessary to cover your minimum cost. In no other way can you count on the development or continuance of sound and profitable distribution.

CHAIRMAN CUDAHY: I think Mr. Greer has given us something to think about. May I just take this opportunity to suggest that you follow up his two suggestions and discontinue spending money and wearing out shoe leather calling on customers of the Cudahy Packing Co. The meeting is adjourned.



E. A. CUDAHY, JR.
(Cudahy Packing Co., Chicago, Ill.)
Vice-Chairman, Institute Plan
Commission.

Fourth Session

Tuesday, November 15, 1932.

The meeting convened at two forty-five o'clock, John W. Rath, Chairman of the Board, presiding.

CHAIRMAN RATH: B. C. Dickson, one of the vice chairmen, was to preside this afternoon, but was unable to be present. We have a very interesting program this afternoon. The first subject is "The Hog Situation and Outlook for the Year Beginning October 1, 1932." This will be discussed by C. A. Burmeister, Bureau of Agricultural Economics, U. S. Department of Agriculture, Washington, D. C.

Hog Situation and Outlook

By C. A. Burmeister.

In order to visualize clearly present conditions in the hog industry and the factors which are likely to determine the outlook for this industry during the coming year, it might be well to review briefly some of the developments in the general livestock and agricultural situation of the past decade.

The livestock situation in this country has undergone marked changes since 1920. These changes have resulted largely from the readjustments that were made necessary because of the abnormal conditions which developed during and since the World War. Livestock production was expanded greatly prior to and during the war and as a result the livestock situation in 1920 was about as follows:

Numbers of livestock of all kinds, except sheep, were near the peak, and the potential output of meat was excessive for domestic consumption; war-time export outlet for chilled or frozen beef was cut off and export outlet for cured pork products and lard promised to be curtailed; demand for horses and mules for war purposes had ceased, and the need for these, both in agricultural and non-agricultural work, was declining; marked readjustments in livestock numbers to post-war conditions were necessary.

The readjustments which followed, however, were affected by the trends in feed grain production and in feed prices. Much of the land which prior to the war had been used for feed crops and had been shifted into food crops during the war was shifted back into feed grains. Three favorable years for corn production, 1920 to 1922, resulted in unusually large supplies of corn on farms and consequent low prices for this grain. This stimulated hog production.

Factors of Supply and Price.

At the same time, the sharp decline in cattle prices during the 1920-21 depression tended to check the liquidation in cattle numbers which had started in 1919. The result of these various influences was to check the downward trend in total livestock numbers which extended from 1919 to 1922. The sharp upturn in hog production in response to the favorable hog-corn price relation, which came as a result of the large corn supplies, carried the total of all livestock to a new record peak. This was reflected in tremendous hog slaughter supplies in 1923 and 1924.

These supplies forced hog prices downward, and with a short corn crop in 1924 hog production was curtailed. Cattle and horse numbers also declined, and thus total numbers of all livestock were sharply reduced by 1926. The new level in numbers, in terms of feed grain requirements, was not greatly different from that of ten years earlier, but was much above the average of 1910-14.

The change in the situation with respect to hay, forage, and pasture consuming requirements was even more marked. Both cattle and work stock numbers had been declining steadily since 1918 when they were near their highest points, and they continued downward at about the same rate until 1928. Since that year there has been an increase in cattle numbers which has slightly more than offset the continuing decline in numbers of work stock.

At the beginning of 1930, livestock numbers, based upon feed grain requirements, were near the smallest in 15 years. Based on hay, pasture and forage requirements they were the smallest in 30 years. Total numbers of livestock, therefore, were not excessive, although some readjustment in sheep numbers seemed advisable.

Effects of Depression.

A significant phase of the situation, however, was that meat animals represented a larger proportion of the total, as a result of the continuous decline in work stock which made increasingly large amounts of food available for meat animals. Production of poultry and eggs also had been greatly increased.

The hog situation had changed greatly, in that the yearly supply of hogs going into commercial slaughter had been greatly increased in relation to the total number of hogs on farms at the beginning of the year. This was because of a marked shift in hog production to the northwestern Corn Belt, where the annual commercial output in relation to numbers at the beginning of the year is large. In general, the potential meat production of the country was well adjusted to consuming demand at a relatively high level of prices.

Since 1930, the situation in the livestock industry has been changed somewhat as a result of the business depression and its effects on consumer purchasing power at home and abroad. Changes in feed production during the last three years are additional factors which have put a different aspect on the situation. The depression, although causing livestock prices to decline sharply, did not tend to disrupt the favorable production situation of livestock until near the end of this year.

Large Supplies Indicated.

This was due largely to the fact that the droughts of 1930 and 1931 caused a feed shortage and hence tended to prevent any material increase in livestock production. Low prices of such stock as old ewes and thin cows tended to restrict the marketing of these and thus resulted in further increases in sheep numbers when normally a reduction would have occurred, and accelerated the increase in cattle numbers.

As a result of the large feed crops this year, the situation in the livestock



G. F. SWIFT
(Swift & Company, Chicago, Ill.)
Director of the Institute.

industry with respect to prospective slaughter supplies gives indications of becoming less favorable. Although livestock prices are extremely low—with respect to hogs, the lowest in more than 35 years—the producer can still realize more from his feed grains by feeding them to livestock than he can by selling them in the cash market.

Furthermore, livestock represents his only outlet for roughage, and to a large extent the sale of livestock provides the only means of obtaining needed funds. These conditions are likely to result in a sharp increase in livestock production within the coming year. This increase will be largely in hogs and in grain-finished cattle. While total cattle slaughter may not increase greatly, the proportion that is grain finished in 1933 probably will be much larger than that in 1932.

Summarizing the development of the past decade with respect to hogs only, there have been two complete cycles of hog production since 1920. Production as indicated by the yearly pig crops increased to record levels in 1922 and 1923. It then fell off sharply in 1924 and 1925 and increased again in 1926 and 1927. Decreases followed in the next three years, but in 1931 there was a marked upturn, indicating that a third cycle had begun.

The increase in the total United States pig crop in 1931 from that of 1930 amounted to more than 7,000,000 head, or about 10 per cent. That increase was reflected in the slaughter supplies for the marketing year which ended September 30, 1932, and was the basis of the U. S. Department of Agriculture's estimate which appeared in its hog outlook report, released last winter, that federally inspected slaughter during the 1931-32 year would probably total 47,000,000 to 48,000,000 head.

Farm Slaughter Large.

When the year ended, the actual figure was approximately 46,700,000 head. This was 7 per cent more than in the

previous year, and was slightly less than 2 per cent below the mean of the range of the Department's estimate, and less than 1 per cent of its minimum figure. There is considerable evidence, however, that farm and other non-federally inspected slaughter represented a larger proportion of the total slaughter than it did in previous years.

The low level to which hog prices declined during the year, with practically no change in transportation and marketing costs, caused producers to seek other outlets for their hogs than those they had used before. It is not improbable that nearly one million hogs, which normally would have been slaughtered under Federal inspection, were diverted into other slaughter.

The importance and value of the semi-annual pig surveys conducted by the Department to ascertain the changes in the size of the pig crop were probably never more clearly demonstrated than in this past year. This was especially true with respect to the indications regarding prospective market supplies last summer.

When hog producers reacted to the low prices of last June by going on a silent marketing strike and turning their hogs out to pasture rather than sending them to slaughter, there were some critics who were a little hasty in their conclusions that the forecasts as to summer slaughter supplies were in error. These apparently made the mistake of planning their summer program of storage stock disposal on the theory that the summer slaughter was going to be very small. This accounted for the spectacular rise in hog prices in late June and early July and the widely heralded opinion that hogs were leading us out of the depression and back to prosperity.

Using Pig Survey Data.

Newspaper editorials from Florida to Oregon criticizing the survey figures came to our attention, but there was nothing in the situation that indicated the figures were too large, and the marketings from mid-July to early October confirmed our estimates as to the prospective summer slaughter supply.

In this connection, I would like to emphasize the importance of proper interpretation of the survey figures. The survey of last fall, for instance, indicated a 20 per cent increase in the fall pig crop of 1931 over that of 1930. It was not to be expected, however, that this would be reflected in a similar increase in federally inspected slaughter during the period that these pigs would be marketed.

The months during which the fall pig crop is marketed in volume vary considerably in different areas. From some sections relatively large numbers of fall pigs are marketed in March and April, while in other sections few are marketed until June or later. In areas where corn supplies are short many are held over and finished on the current year's production of feed grains.

Also, the months during which the bulk of the fall pigs are marketed are those when a large part of the brood sows and gilts which were kept to farrow in the spring are sent to market. There is no available information as to the content of hog slaughter during this period and the proportion of fall pigs in

this slaughter probably varies considerably from year to year.

The 1930 census report showed that on April 1 of that year there were 6,282,000 sows and gilts to farrow in the spring and 16,420,000 other hogs, not including pigs farrowed since the first of January. According to these figures, sows were equivalent in number to 37 per cent of the other hogs. While the greater part of these other hogs were fall pigs of 1929, there also would be included substantial numbers of spring pigs of 1929, especially in the Western Corn Belt. These figures indicate the difficulty of trying to estimate probable changes in inspected slaughter from changes in the fall pig crop.

Hog Outlet for 1932.

While the indications of changes in the pig crop are the principal source of information by which the Department undertakes to forecast developments in the hog situation, these are not the only sources used. Developments in the situation are followed carefully throughout the year and are analyzed monthly in brief statements which are given wide publicity over the radio and in the form of mimeograph releases.

Having outlined the developments which led up to present conditions, what is the evidence as to the outlook for the current year? The hog production cycle, which got under way in 1931, and which was reflected in the increased slaughter supplies of this past year, was interrupted in its progress by unfavorable weather conditions. As a result, slaughter supplies of hogs this winter will be smaller than those of last winter.

Drought in the Northwestern Corn Belt in 1931 curtailed the corn crop in that region and forced the liquidation of much breeding stock last winter and spring. In addition, unfavorable weather at farrowing time last spring in many sections of the Corn Belt also contributed to reducing the size of the 1932 spring pig crop. The June survey figures indicated that the crop was about 7 per cent smaller than that of 1931, and 4 per cent less than the 5-year average. In actual number, it represented a reduction from 1931 of about 3,760,000 head.

Hog Supplies Appear Large.

The more significant factors in the situation, however, are the marked differences in the regional changes in the size of the crop. The twelve Corn Belt states furnish about 90 per cent of the hogs that go into the commercial supply, and the decrease in these States amounted to 10 per cent. All of this reduction, however, was in the western part of the Corn Belt, being most marked in the Dakotas, Nebraska and Minnesota.

The pig crop in this region, which was where the drought forced liquidation of breeding stock last winter, was 15 per cent less than that of a year earlier. That same region, however, raised an immense corn crop this year and also produced large supplies of other feed grains. In other words, it is long on feed and short of hogs. Reports coming to the Department recently indicate that in many sections of

that region the farm price of corn is less than 10c a bushel.

The Eastern Corn Belt, which produces between 25 and 30 per cent of the spring pig crop of the Corn Belt, had an increase of 3 per cent in its pig crop last spring. All other areas, except the far western states, also raised more pigs than last year. The increase in the South amounted to about a million head. Most of this increase will go into farm and local slaughter in the South and be consumed near where produced. Its chief importance lies in the fact that it will restrict the outlet for the pork produced in the Corn Belt.

Marketing season for the spring pig crop is largely from October to April. Federally inspected slaughter during this period last year totaled 30,371,000 head. Average weight was 224 lbs., or the same as the 10-year average, but was 6 lbs. less than the average of a year earlier. There is considerable evidence that more sows and gilts will be held back for breeding purposes this fall and winter than last year.

Inspected Slaughter Down.

As already pointed out, a larger-than-usual proportion of the 1931 pig crop went into farm and other non-federally inspected slaughter this past year. Conditions which resulted in this shift in slaughter have not changed. In fact, they are more pronounced than a year ago. Reduction in total slaughter this fall and winter, therefore, is likely to be relatively greater than the 7 per cent reduction in the 1932 spring pig crop.

This crop, apparently, is about the same size and is distributed over the country in about the same proportions as the spring crop of 1925. Federally inspected slaughter from that crop totaled slightly more than 26,000,000 head, or 4,000,000 less than the number slaughtered last fall and winter. Such a reduction would amount to 13 per cent.



WHAT'S AHEAD IN HOGS.

C. A. Burmeister, market expert of the U. S. Bureau of Agricultural Economics, tells packers of the hog outlook.

It seems doubtful, however, that the decrease this fall and winter would be as great. A figure nearer 3,000,000 head, or less, would be my own estimate at this time. There is some evidence that a large proportion of this year's fall pigs was farrowed unusually early, and many of these are likely to be marketed in March and April. Because of the heavier weights at which hogs will be marketed, the decrease in total pork will be relatively less than the reduction in numbers.

Distribution of slaughter supplies through the fall and winter season is always of considerable interest to the packing industry, because if it can be foreseen it will aid in determining buying and selling policies. Last year, the proportion of the seven-month total slaughtered during the first three months, October to December, was slightly greater than the average of the last ten years. This was due to some earlier marketing from the western Corn Belt as a result of short feed supplies.

Feed supplies are abundant this year and are very low in price as compared with hog prices. This would indicate that hogs will be fed longer than usual; hence they will be late in moving to market and will be above average in weight. Recent developments tend to confirm this conclusion.

Feed is Abundant.

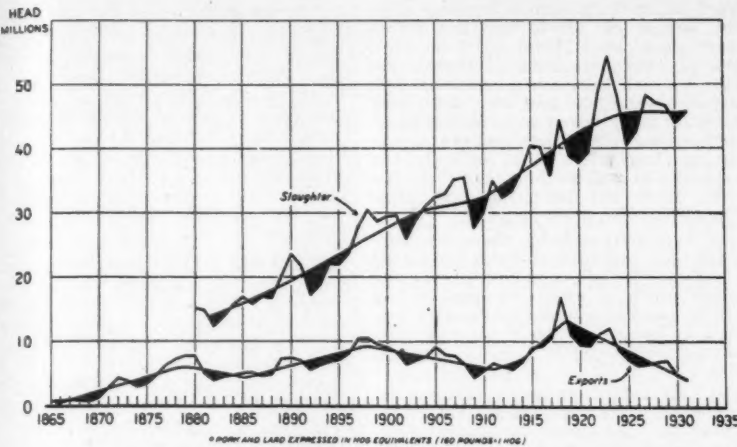
Although slaughter in October was about 5 per cent smaller than that of October last year, there is considerable evidence that it included a larger than usual proportion of old crop hogs which had been carried over. Slaughter thus far this month is far below a year earlier. Apparently, when Chicago prices get near the \$3.00 level, producers stop selling, as they did last June. With cheap corn and fewer hogs to feed than a year ago, they are disposed to feed longer and wait for the possibility of price improvement.

The western Corn Belt usually markets the bulk of its hogs in the late winter, whereas hogs in the Eastern Corn Belt usually are sold earlier. Because of the shortage of hogs in the Western Corn Belt, it would be logical to assume that the greatest reduction in marketings this winter from a year earlier would be in February and March. There is a strong possibility, however, that because of delayed marketings throughout the Corn Belt the greatest decrease will occur in November and December.

With respect to slaughter supplies during the 5 months period, May to September, next year, it appears now that they will be somewhat larger than those of a year earlier. The June pig survey indicated a slight decrease in the number of sows to farrow this fall if hog producers carried out their intentions as expressed at the time the survey was made.

Increased Farrowings Expected.

Increased farrowings were indicated in all regions except the Western Corn Belt and the far western states. Developments since mid-summer point to a larger increase in fall farrowings than indicated in the June survey. In this connection, it is well to keep in mind that the fall pig crop of last year was the largest fall crop in the last seven



HOG PRODUCTS EXPORTS AND COMMERCIAL HOG SLAUGHTER.

Exports of pork products from the United States during the last 60 years have tended to move in cycles corresponding to cycles in domestic slaughter supplies, according to the above chart prepared by Bureau of Agricultural Economics of the U. S. Department of Agriculture. Trends in exports and domestic slaughter have been quite different. Prior to 1900 the export trend was upward except for a brief period in the 80's when checked by governmental restrictions to trade. The trend has been downward since 1900 except for a large increase from 1914-1920 caused by war demand. The downward trend has been largely due to increased European hog production and a revival of the earlier restrictions to trade.

years and was 7 per cent larger than the 5-year average.

The present favorable relations between hog prices and feed prices is expected to result in a large increase in the pig crop of next spring, provided weather conditions are favorable at farrowing time. This will result in a resumption of the upswing in the hog production cycle which was interrupted this year. The 1933 pig crop will begin to appear in market supplies next fall.

Probably the most significant feature in the present hog situation is the low level of consumer demand, both in this country and abroad. It is estimated that total consumer income in this country this year is about 60 per cent smaller than that of 1929, and that out of the 40 million income producers in that year not on farms, about one-fourth are now unemployed.

As a result of the great reduction in incomes, consumers obviously have been compelled to curtail their expenditures for meats. At the same time, as has already been pointed out, supplies of hog products in this past year were larger than in the previous year. Unfortunately, exports of hog products were reduced because of increased hog production and reduced buying power abroad. This further increased the supplies of hog products for domestic consumption.

Slaughter Determines Consumption.

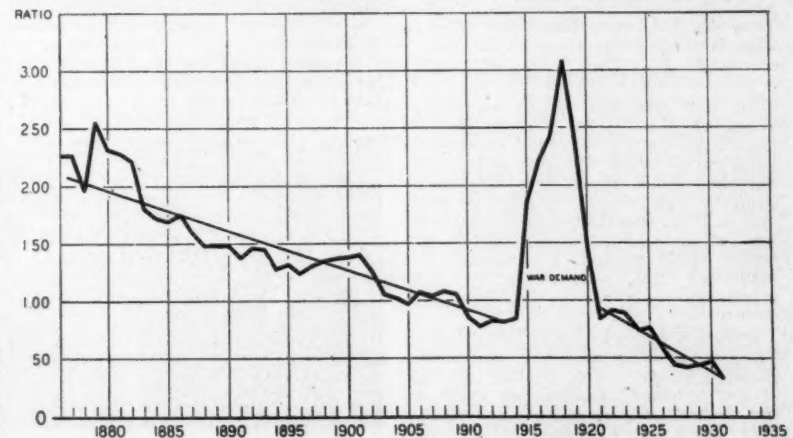
Since it is economically unsound to hold these products for a very long period, they had to be moved into consumption at whatever price consumers were willing to pay. The result was that domestic consumption of pork and lard in the past hog marketing year was probably the largest on record. Some might be inclined to say that this increased consumption meant an increase in demand, or that low prices caused an increase in consumption.

As a matter of fact, consumption increased because there were increased supplies to be consumed. Meat consumption is determined almost entirely

by the volume of slaughter supplies. When slaughter increases, consumption does likewise unless there is an offsetting increase in exports to absorb the surplus. Price is adjusted to the level at which consumers are willing to buy the amount offered for consumption.

Based on retail prices in New York City, the total expenditures of consumers for pork and lard during this past marketing year were 17 per cent smaller than in 1930-31 and 31 per cent less than in 1929-30. If figures were available showing average retail prices for the entire country they undoubtedly would show even greater declines in total expenditures for pork and lard.

Possibilities of improvement in consumer demand for meats during the coming year obviously are of vital interest to the packing industry. This improvement will depend on whether or not consumer incomes increase, which



EXPORTS OF PORK AND LARD IN RELATION TO TOTAL PRODUCTION.

Exports of pork and lard from the United States during the past 31 years show wide fluctuations in relation to total production, although the trend has been downward for both products. The proportion of lard sold abroad was largest in 1905 and of pork in 1919. In 1931 about 25 per cent of the lard production and only 2 per cent of the pork production were exported. This chart was prepared by the U. S. Bureau of Agricultural Economics.

in turn will depend largely upon developments in the business and industrial situations. With respect to the current business and industrial developments as affecting prospective demand for farm products, the following is quoted from a recent report released by the U. S. Bureau of Agricultural Economics.

Business on Upgrade.

"In summarizing various developments which may affect the domestic demand for farm products during 1933, it appears that the improvement in industrial production, which took place from July to October, probably marks the reversal of the declining phase of this depression, that the improved credit outlook and the restoration of some degree of confidence in the existing situation indicate a sounder groundwork for some recovery, that the recent rate of improvement is not likely to be fully sustained during the winter months, and that in view of the exhaustion of a large portion of the reserve purchasing power of consumers, depletion of savings and accumulation of indebtedness during three years of severe depression, improvement during the last half of 1933 may be of only moderate proportion."

There is usually a lag of a few months between changes in industrial conditions and changes in consumer demand for meats. Hence any revival in business during the next few months probably would not be reflected in a materially stronger domestic demand for pork and lard until sometime next spring.

Statements frequently are made that there is a close relation between hog prices and business activity, and that rising hog prices will result in business improvement. The evidence, however, does not support this theory. It is true that the demand for hogs, that is, the price paid for a given quantity, is governed largely by business conditions, but because of the variation in the market supply of hogs and its effect on hog prices, the cycles in hog prices are not always coincident with the cycles in business.

During the prolonged depression of

the 70s, the disparity in the movement of hog prices and of business activity was especially marked. During the years 1873 to 1875 inclusive, business activity declined steadily, but hog prices were rising. Although the unfavorable business situation, undoubtedly reduced the consumer demand for hog products during these years, the sharp decrease in production more than offset the effects of reduced demand.

Hog Prices and Business Cycles.

Production increased from 1876 to 1878, and prices declined, while business activity remained at a low level. Hog prices advanced as business recovered during 1879, 1880 and 1881, but an increase in production during those years prevented the advance in prices from being as marked as the improvement in business conditions.

During the early 80's, trends of hog prices and of business activity were quite similar, price changes being governed largely by changes in demand with production showing little change. Changes in slaughter supplies, however, resulted in a considerable difference in the movement of these two series from 1885 to 1891. The inverse movement was most marked during 1889 and 1890. In the latter year the business cycle reached its peak whereas hog prices established a new low level for the period and hog slaughter was unusually large.

From 1892 to 1896, hog prices declined gradually but steadily. The major depression of the early 90's reached its low point in 1894, and a sharp recovery occurred during the latter half of that year and in 1895. Business activity declined again in 1896, but from 1897 to 1900 the trend was sharply upward. Hog prices advanced only moderately during the latter period, due largely to increased supplies.

During the period from 1907 to 1914 there was a close correspondence between the cycles of hog prices and those of business. During this period, however, slaughter supplies were large when business activity was at a low level and were small when business conditions were favorable. A study of the factors responsible for the cycles of hog prices during this period indicates that the coincidence of these cycles with the cyclical fluctuations in business activity was largely accidental.

Hog Price Trends.

In both 1906 and 1910, the concurrence of small slaughter supplies of hogs and large corn crops resulted in price ratios which encouraged hog production. As a consequence, the larger supplies which were marketed in 1908 and in 1911, together with the depressing influence of curtailed business activity which reduced the demand for pork and lard, resulted in low hog prices and unfavorable hog-corn price ratios.

During the depression of 1920-21, both business activity and hog prices declined sharply. The decline in hog prices, however, was not so great as the decline in corn prices, so that in 1921 when the low point of the depression was reached, the relationship between hog prices and corn prices was such as to encourage the marketing of corn by feeding it to hogs. This resulted in an increase in hog production.

In 1923, when business conditions

were favorable, slaughter supplies were the largest on record and hog prices were at a lower level than in 1921. During the years 1924 to 1928 inclusive, the hog price cycle coincided with the business cycle, and the supply and price of hogs moved in opposite directions. Since 1929, both business activity and hog prices have declined at a rapid rate, and as in 1919, 1920 and 1921, there has been relatively little change in slaughter supplies.

It is apparent from these relationships that, although business conditions and their effect on consumer purchasing power exerts a major influence on hog prices, marked changes in supplies frequently cause the hog price cycle and the business cycle to move in opposite directions.

During periods of major business depressions, there has been a distinct tendency for corn prices to decline relatively more than hog prices, thus providing an incentive to expand hog production even though hog prices are much lower than in preceding years. As a result, the subsequent recovery in business is usually more rapid than the improvement in hog prices.

Exports Sharply Reduced.

The probable export demand for American hog products is also of interest to hog producers and the packing industry, since part of the annual production is sold abroad. United States exports of hog products, however, have been trending downward since 1919. During this last marketing year the total was the smallest in 50 years. The drop in exports has been most marked in pork, and the reduction in this past year from the exports of the previous year amounted to 30 per cent. Lard exports fell off only 1 per cent.

The sharp reduction in exports has been due largely to the marked upward trend in European hog production. The expansion of the hog industry in Germany and Denmark, the most important producing countries in Europe, has placed the hog population in those countries above the peak levels reached just prior to the World War.

Production in most other foreign hog producing countries also has increased during recent years. Depreciated currencies abroad, together with increased tariff duties in several importing countries, were additional unfavorable factors affecting United States exports of hog products during 1932.

European Hog Supplies Smaller.

Mid-summer hog census returns showed a marked reduction in total numbers from those of a year earlier and a considerably smaller number of sows bred to farrow this fall in all important European hog producing countries, except the United Kingdom. Hog products, other than fresh pork, produced in the latter country, however, are minor factors in British market supplies.

In Germany, the leading continental hog producing country, the cycle of production and marketing has turned definitely downward. Census returns, as of September 1, in that country, showed a reduction in total hog numbers of 5 per cent from those of a year earlier, and the number of sows in farrow was 8 per cent smaller than on September 1 last year.

In Great Britain, the leading foreign market for American cured pork and lard, it seems likely that market supplies from continental countries during the 1932-33 marketing year will be considerably smaller than during the current year, but probably greater than the average of the last 10 years when the trend of such supplies was sharply upward.

Hog slaughter in Denmark and pork exports from that country to the United Kingdom are expected to be considerably smaller than during the last two years, but they are likely to be somewhat larger than those of 1929-30 and far above the levels of other post-war years. Indications are that hog marketings in Poland will decrease during the coming year but continued efforts are being made by that country to export to British markets an increasing proportion of their production by diverting to curing plants, hogs which were formerly marketed alive or as fresh meat on the continent.

Lard Export Prospects.

Hog production in the Netherlands has also decreased sharply, and marketings in that country during the 1932-33 marketing year will be smaller than those of the current year. Although Great Britain has consumed a larger quantity of cured pork this year than last, pork prices in that country have been at extremely low levels. Recent reports indicate that the Empire preference policy is being extended to in-



REMEMBERED AND WORTH REMEMBERING.

1. Vice president I. M. Hoagland, Armour and Company, studies the distribution picture.
2. Mrs. Walter Best renews old acquaintances. You remember the "sunshines" of the Institute office?
3. President Fred M. Tobin of the Rochester Packing Co. seems to have recalled one of his many bright ideas.



CHARLES E. HERRICK
(Brennan Packing Co., Chicago, Ill.)
Director of the Institute.

clude cured pork, particularly in favor of the Canadian product. Continental markets offer only a very limited outlet for American cured pork.

Indications are that Great Britain will continue to take quantities of American lard in line with those of other recent years. About 85 per cent of the lard imported into that country comes from the United States. Imports of American lard were somewhat smaller during the 1931-32 marketing year than those of a year earlier, but fluctuations in recent years have been within relatively narrow limits.

On the Continent, the outlook is less definite. Lard imports into Germany have been larger in 1931-32, than the relatively small takings in 1930-31. In a number of countries, including Germany, however, exchange control regulations and high tariffs are limiting the usual outlets for American lard, and there are indications of more increased import restrictions in the near future.

English Prices Low.

Reference has been made to the fact that the British market is the principal outlet for exports of pork products from the United States. These exports, however, represent only a small proportion of total British imports of cured pork. It is rather significant that total imports of pork into Great Britain have increased greatly during recent years, although imports from this country have decreased.

The fact that imports from the United States have declined while those from Denmark and other countries have increased indicates that at the relative prices prevailing the British trade has preferred the latter. But during this time the Danish product has been lower in prices relative to the American product than it was some years ago. For some time past, the wholesale price of Danish Wiltshire sides has been about the same as the simple average of

prices of American green hams and bellies and refined lard.

From 1924 to 1928, however, prices of Danish Wiltshires were considerably above the average of prices of these American products. In 1931, prices of Danish Wiltshires averaged \$13.50, and the average of American products was \$12.98. In 1925, Wiltshires sold for \$26.79, and the average of American products was \$23.62.

The indications from this price relationship are that prices for the Danish product have had to be reduced relatively more than have those of the American products in order to get the British market to take the increasing supply. That the American products have not declined as much is due to the fact that American packers have preferred to reduce their exports to the British market rather than to cut their prices to a point where they could continue to hold their former volume.

That they have done this, has been because they could get more for these products in the American market than they could by exporting them at the prices they would have had to take if they had forced them into the British supply. Since Great Britain is almost the sole outlet for Danish exports, increases in Danish supplies of necessity must go there and be sold for what they will bring.

Need for Merchandising.

American packers will only ship there as long as the net returns they can get are fairly equivalent to what they can get at home, with the exception that as long as they maintain selling organizations abroad and have a good-will value in their established trade, they may consign products to these foreign branches and sell limited amounts for less than they would bring at home.

In other words they may, for a limited time, operate their business at a loss in order to maintain a position in these foreign markets, but to hold these losses at a minimum they will limit this business.

If a concentrated effort were made to improve and standardize the quality of American pork products (not lard) exported, and an organized advertising and selling campaign, based upon quality products were conducted, it is probable that a materially larger amount of such products could be disposed of in the British market. With smaller supplies from Denmark and other European export countries in prospect for the next year or two, total pork supplies going to British Markets might be maintained at recent levels by increasing supplies from the United States.

While this would necessitate the maintenance of a low level of prices in Great Britain for these products, it would result in a further discouragement of hog production in European countries and thus tend to bring relative production among various exporting countries back to a more normal relationship.

Better Consumer Demand Expected.

Summing up the outlook for the swine industry:

Supplies of hogs for the fall and winter marketing season, October to April are smaller than those of a year ago,

but supplies for the period, May to September, will probably exceed those in that period this year.

Feed supplies are plentiful in most producing areas, and feed prices are relatively much lower than hog prices. This will cause hog producers to feed their hogs to heavier weights than last winter, hence the decrease in total weight will be relatively less than the decrease in hog numbers.

Supplies of hogs are not excessive for normal demand conditions, but consumer purchasing power, both at home and abroad, is at very low levels. This is reflected in a greatly reduced demand for all meats. Demand will improve as industrial and business conditions improve, but because of the lag which usually prevails between changes in these conditions and changes in consumer demand for meats, improvement in business during the next few months probably would not be reflected in a materially stronger domestic demand for hog products until sometime next spring.

Although smaller hog supplies are in prospect in competing European countries, the foreign demand for American hog products is not likely to improve as much as normally would be expected because of the higher tariff duties and other import restrictions being imposed by some of the importing countries.

Despite the present low level of hog prices, the relationship of these prices to feed prices is such as to encourage hog producers to expand hog production considerably next year. A material increase in production is likely to result in burdensome supplies of pork and lard during the marketing year, 1933-34.

CHAIRMAN RATH: We have heard the hog situation pretty thoroughly discussed, but there is another department of our business in which we are all interested. The next speaker will discuss "The General Live Stock Situation."

The General Live-Stock Situation

By F. E. Mollin.

Generally speaking, agriculture in the United States is suffering from overproduction, aggravated, of course, by the serious reduction in purchasing or consuming power which is an unavoidable concomitant of the depression. In the livestock industry, especially in cattle, we have rather prided ourselves on the fact that we were not producing in excess of our needs. When the depression struck us in 1929, our cattle population was the lowest in years. Ordinarily we should have had several profitable seasons, while the production curve went up.

But we have found that, whether you call it overproduction or underconsumption, whether markets are depressed by a lack of demand, by too large receipts or ruinous competition of other commodities which come into either direct or indirect competition with your own, the result is the same. We have watched our markets go from good to bad, and from bad to worse, until it has seemed at times that there was no bottom.

I should like to discuss some of the

factors that are at least partially responsible for the present situation. Several of these factors are beyond the control of any of us; others are not. It is to these latter that we, as an industry, should devote ourselves. Let me take this occasion to say that the improved relations which have existed between packers and producers during the past decade are a source of great satisfaction to western livestock men.

If we can, in the same spirit, devote ourselves to the important tasks ahead, I am confident that we shall be able to accomplish a great deal. It is, therefore, with no critical intent that I mention some of the things in which we believe the packers can and should cooperate to help restore the industry to an even keel.

Beef Consumption Lower.

Coming to the heart of the matter, the prices which you can pay for our livestock, and the factors which control these prices, are, of course, of paramount interest. That brings in the entire subject of merchandising the product of your plants. Wherever the fault may lie, I think we can all agree that the system of merchandising meat today is archaic and unduly expensive, and that this condition has contributed in no small degree to the steady decline in meat consumption—especially beef.

Beef and veal consumption has dropped from 74.1 lbs. per capita in 1911 to 56.5 lbs. in 1931. During the same period, consumption of all meat has fallen from 146.5 lbs. per capita to 133.2 lbs. The statement that we consume all we produce is no particular consolation, because production invariably follows price.

Extravagant duplication of retail outlets, tending to increase overhead and boost prices; featuring of price on questionable leaders by cutrate shops at the expense of quality, with its harmful after-effects; lack of a real, systematic effort to develop the market for quality meats; unfortunate emphasis that has been placed on tuberculosis eradication work by overenthusiastic livestock commissioners at various central markets—all these are matters which act as deterrents to sales and react to the disadvantage of the industry.

The consuming public is extremely sensitive to any suggestion of disease in connection with its meat supply. The livestock of this country is remarkably free from serious ailments, and we should all advertise that fact.

Through your contacts with retailers, you are in a position to wield great influence toward correcting some of the evils that now exist, to promote truth in merchandising through the sale of graded meats, and to urge pricing of the product on a basis that will not clog up the outlet.

Other Foods Supplant Meat.

Larger volume, quicker turn-over and smaller margins are necessary if we are to hold our own today. The steady increase in demand for government-graded beef augurs well for the future, if we will all give it our hearty support. Once the housewife is educated to grades the battle will be half-won.

The plain fact is that we all have been sitting on the side lines watching fruits and vegetables, cereals, and dairy



LIVESTOCK MEN SEND GREETER.

F. E. Mollin, secretary of the American National Livestock Association, discusses the general livestock situation with packers.

products advertised and taking our market away from us. There is little variation in gross food poundage consumed by an average individual from year to year—about twelve times his weight annually, or 1,603 lbs. Hence it is axiomatic that each successful advertiser, increasing his own sales, is cutting into the sales of some other commodity in direct proportion.

It is with some dismay and a lack of understanding that we turn the pages of our great national magazines and search in vain for advertisements of beef—delicious and nutritious; of healthful lamb or savory pork. True, we find national advertisements of cured pork products and dairy products. We see tempting pictures of dainty vegetables, served with hot butter sauce, the butter being furnished by one of our great packers, but who wants to eat dainty vegetables?

Meat Needs More Advertising.

Only the great popular appeal possessed by beef, which even poor merchandising and lack of advertising cannot take away from it, keeps it in the running as one of our principal food commodities. Why not capitalize on that appeal, advertise it and restore beef to its rightful place? Surely nothing that could be done would have a more beneficial effect on a greater number of producers, in every section of the country, to say nothing of the packers and the retailers who handled the product.

I do not wish in any way to belittle the work of the National Live Stock and Meat Board. Until very recently notoriously underfinanced, it has accomplished wonders with the means at its command. But it has not been able to reach the national advertising field, and has had to confine its activities to educational work, cutting and cooking demonstrations and to a great variety of similarly helpful projects.

Lately it has been suggested that a

National Meat Institute be formed. Its field of activity would be much the same as that of the National Live Stock and Meat Board, except that it is proposed to raise sufficient money to enter the national advertising field. Considering the fact that it took practically three years to increase the per car assessment for the present board from 5c to 25c, in spite of the fact that leading men in the industry devoted themselves assiduously to the task, there is little room for hoping that the new effort will be any more successful.

How better can it be done than for packers and retailers materially to increase their advertising, letting price adjustments iron out matters so that the entire industry would share both the costs and the benefits in an equitable manner?

One of the factors that have contributed to the debacle in livestock prices is the growing menace of imported oils. American agriculture is learning in the most costly way possible that indirect competition can be quite as devastating as direct. These imports now exceed a billion pounds annually. The principal offender is coconut oil, with almost six hundred million pounds. About one-third of this goes into margarine.

Vegetable Oil Imports.

Palm and palm kernel oils comes next, with close to three hundred million pounds. Whale and fish oil imports, total a hundred and ninety million pounds; sesame oil, forty-five million pounds. These imports have driven all domestic fats, of either animal or vegetable origin, to new low price-levels that mean ruin for the producers thereof.

They have largely replaced domestic fats and oils in the manufacture of margarine, the low resulting prices for oleo oil permitting little, if any, credit to the dressed beef carcass for by-products, making the beef carry practically the entire load. These oils strike at the base of the hog industry, with its enormous production of lard, and thus indirectly affect every branch of the meat industry itself.

The situation calls for tariff protection. American agriculture cannot compete with oils produced in the tropics or with whale and fish oil. However, there are powerful interests that will, with all their might, oppose an adequate tariff.

Pending a settling of this controversy, which may take years, as a first step we should seek the passage of the Kleberg bill, now pending in Congress, which would place a tax of 10c lb. on all margarine not made 100 per cent from domestic fats and oils. Passage of that bill would restore to domestic producers an outlet for some two hundred million pounds of fats and oils in the margarine trade.

Relief Sought in Legislation.

Similar legislation will be introduced in many states. In the past there has been much lost motion, due to farm and dairy interests attempting to secure legislation that would practically prohibit the sale of oleomargarine, regardless of its content, through the medium of high taxes or prohibitive license fees. In several states, such as Colorado, Nebraska, and Wyoming, producers and

others have joined hands against the common enemy, and are seeking legislation that will act as a barrier to the sale of margarine not made wholly or in greater part from domestic fats and oils.

When the dairy industry in other states, and its leaders in Washington, recognize that other domestic producers have as much right to protection as it does, we shall make faster progress in the entire program. There is no room in this country for laws that protect one domestic industry at the expense of another.

A third matter of tremendous importance is the question of transportation. Today, due to the high cost of transportation, changes are occurring which we scarcely recognize because of our very nearness to them. The commonly accepted theory that loss of tonnage suffered by the railroads is due entirely to two causes—the depression and the trucks—is not correct. A third major factor is high rates.

These rates have not only driven much business to the trucks, but they have killed outright a tremendous volume. Business is slowly adjusting itself by the relocation of plants, so that the minimum amount of transportation of either raw material or finished product is involved. That condition obtains in the livestock industry, to the sorrow of some of our great central markets. More feeder livestock is moving direct than ever before, to avoid any unnecessary costs in the process of marketing. Sales are being held daily or weekly at scores of junction points all through the Central West.

Transportation Costs High.

The continuous propaganda against country buying of hogs has failed seriously to check this trend, and cooperative marketing associations are adopting themselves to it. The interior packers, who formerly handled only hogs bought in territory near by, are expanding and are now handling a substantial volume of cattle. It all spells decentralization of the packing business. There is every reason to believe this will be hastened if transportation costs remain at their present level.

Under these conditions, the efforts now being put forth to deprive the livestock industry of the reconignment privilege at central markets, when change of ownership occurs, seems particularly unfortunate. Transportation costs, already prohibitive, will be increased if the reconignment privilege is withdrawn, and the producers will have to stand the loss.

It should be the united aim of the industry to keep costs as low as possible, in order to meet the increasing competition of a host of foodstuffs. Any relief needed by the packers should be sought by way of adjusting the rates on dressed products.

The reconignment privilege is not an unusual one. In grain it even extends to a milling-in-transit arrangement, while diversion or reconignment privileges are granted on almost any commodity you can mention at substantially all points in the United States.

With continued high transportation and marketing charges, and the slow but steady westward march of the cen-

ter of population, almost crossing the state of Indiana in the last 50 years, substantial changes in marketing, packing, and merchandising of livestock and livestock products seem inevitable.

Changing Marketing Conditions.

The livestock industry is much concerned over the nation-wide propaganda put out by railroads, their bankers and security-holders, urging regulation of trucks in the public interest. Not that we are opposed to proper regulation, but the evidence which exists as to what railroads consider proper regulation would mean eventual strangulation. The Texas law, with its limit of 7,000 lbs. to a load, is a good example.

It is generally admitted that livestock has for years borne more than its fair share of the burden of railroad transportation costs. A condition that leaves old cows and old ewes to die on the range because they will not pay marketing charges shows that something is out of joint. The trucks have

given the railroads the only competition they ever had. They are responsible for decreases in thousands of short-haul rates during the past year or two. To regulate them is proper; but regulation should be in the public interest.

Recent events indicate that to the problems which have confronted us during the past year soon will be added a renewal of the tariff fight. There will be the usual arguments in favor of free trade on raw materials, in order to stimulate our commerce in manufactured articles. Foreign countries will be clamoring for access to our markets with their cattle, dressed beef, canned meats, and hides.

With our present problem one of finding outlets for existing supplies, we should not add to it by letting down the bars. We need greater protection on fats, oils and hides so that our by-products will again be worth something. Never was there a clearer need for industry cooperation than today. The domestic market for the domestic producer, to the full extent of his ability to fill it, should be our motto. That limit we have not even approached as yet.

Cattle Supply Increasing.

Number of our cattle has increased each year since 1929, and the extremely light marketings of sheestuff during the past two years indicate that the end of this upward production curve is not yet in sight. Liquidation, which appeared inevitable early in the season, has been largely stopped by government relief credit extended to the stockmen.

Fortunately the number of lambs going into feed-lots is much lighter than in recent years. Beef cattle will move to market as fast as the market can absorb them. A good job of merchandising this winter will work wonders for all of us.

The future is what we make it. Divided up into groups, each seeking to realize some selfish ambition without regard to the effect on other branches of the industry, we shall continue to flounder around in the shoals of inefficiency, waste, low profits, and general dissatisfaction. United, the field for activity and progress is almost unlimited, and the smoother waters of efficiency, satisfactory profits, and content should not be far distant.

CHAIRMAN RATH: One important question with packers is what to do with product. The next speaker is going to tell us of some new methods in the selling of meat at retail.

Selling Meat at Retail

By Martin Cooke.

I come from Hoboken, N. J. I don't know whether any of you know where Hoboken is. A judge of the Special Sessions Court in Brooklyn asked: "Where is Hoboken?" I said: "Hoboken is that city where 85 per cent of our boys who went across in our recent trouble left from, and where 88 per cent of our boys arrived when they came back—and some of them kissed the ground when they got there."

One time Prince Henry of Germany was there. When he went back Kaiser William asked him about the different



HATS OFF TO THEM.

1. Walter Reinemann, Fried & Reinemann Packing Co., Pittsburgh, Pa., teams up with C. F. Peters, Peters Packing Co., McKeesport, Pa.

2. E. Seh. Wilson & Co., New York City, and E. G. Hinton, head of A. Fink & Sons, Newark, N. J.

3. H. Harold Meyer and N. R. Meyer, H. H. Meyer Packing Co., Cincinnati, O., keep this famous old concern at the top.

4. A. T. Dennis, Sioux Falls, and H. C. Snyder, Ottumwa, make a great team of sales managers for John Morrell & Co.

cities he visited, and he said, "How about Hoboken and its people?"

Prince Henry said, "They were Germans, and five Irishmen."

He was only partly correct; two were Irish; three were of Irish descent. One of the Irishmen was mayor, one was chief of police, one was chief of the fire department, one was president of the council, and one was a judge. That is the way we Irish did things in Hoboken.

But Hoboken, like many big cities, is changing. Today one-third of our population is Italian.

Retailers Not Complaining.

Meat retailers in Hoboken are not suffering much. We find business very good. The retail organization, has about fifteen or twenty members, most of whom have been in business from 25 to 35 years. Two were in my office last week.

When asked how he was getting along he said I've \$3,000 in your bank and \$3,000 in Billy Smith's bank. (He's another butcher.)

The other said, "I'm all right. I've four or five houses and my taxes are paid."

That same day there was a sale of forty foreclosures in our court house, but in two years there has not been a butcher's property sold. We seem to be getting along alright; and we are not robbing the public either. We are treating them very fairly.

We have become 1932 merchants. When the good times were with us we rode high. But I guess we were just going along—lackadaisically you know—satisfied with what we were doing. But when competition came in we had to go to work. One of the biggest chain store companies in our part of the country started to sell meat. We have no particular fault to find with them; they are very fair competitors. They make leaders; they sell hams for 2c or 3c lb., sometimes only 1c lb., above what they pay for them. We do not object to this.

Bad Practices Condemned.

What we do object to is the unscrupulous retailer—the man who pays 15c for hams and sells them for 14c, and who doesn't sell the hams he advertises. One such retailer had four brands of hams displayed in his windows—brands well known in the territory. They were priced at 14c lb. He paid 15c lb. for them.

A packer representative was notified. He visited the store and tried to buy a ham. It was quite a job, but when he got it he found it wasn't a well known brand. It was not branded at all. Another man visited the store. He got a regular ham that was 1½ pounds short.

This kind of business hurts the packer. The retailer advertises his brands but does not often sell them. When he does he prices them at less than they cost. The ethical dealers get a little sore and decide not to handle that particular brand of ham any more. We are trying to clean up that situation.

I was much pleased with the lard discussions at the previous sessions. The information the packers have on lard

should be gotten to the consumer. It would increase lard consumption and help everyone in the livestock and meat industries.

Selling Slow-Moving Cuts.

We have two retail organizations in our county. Hoboken has a population of 55,000. We have an organization. When we started the Meat Council we had four men in attendance at the first meeting. One of our members is the president of a building and loan company and vice-president of a bank. He is a butcher. We have another who is president of a building and loan company and a member of the executive committee of a bank. These are the type of men we have in the Meat Council.

About five years ago, when we were in our hey-day, we had trouble selling some cuts. Everybody had plenty of money; it was all prime rib roasts, porter house, etc. Our Council meets once a month, and we find out from packers what cuts are moving slowly. One time they told us they could not sell chuck meat. We said we would see what we could do about it.

We arranged a demonstration in two of our high schools—one in Jersey City and the other in the northern end of the county. A packer supplied the beef. Some of our men cut it. One of our retailers described the economical angle of chucks and other cheaper cuts.

We had a lady from the U. S. Bureau of Agriculture who described the nutritive value of the meats. At the next Council meeting it was reported there had been a decided increase in the sale of rough cuts. That is one of the things we do; a spirit of cooperation today.

Push Hams for Holidays.

When the Council first started some of the smaller retailers were suspicious that the packers were trying to start stores. This idea has disappeared. We never have any such complaint any more.

At our October meeting the lard merchandising question came up. It was brought out at that meeting that when lard is put on the counter the sales treble. If packers would help retailers to merchandise it would do a splendid thing for the industry.

At the November meeting somebody asked the idea that this year turkeys will be 18c, 20c, or 22c lb. One wholesaler suggested selling half-turkeys. The idea did not take. Then a packer representative suggested fresh hams for Thanksgiving. It was then decided, while Thanksgiving is a turkey season, that we would try to push hams. They are reasonable. Here is a streamer we will use. It reads: "The Season's Best Buy. Fresh Ham. Roasted. Good Hot or Cold."

We put out this streamer made at the same time. It says: "Smoked Ham. Due to its adaptability for any meal it is a desirable buy." Those are some of the things our Meat Council is doing in Hudson County. If we sell 100 more fresh hams in Hudson County through those streamers, packers can visualize what could be accomplished throughout this country if there were five Meat Councils in all sections. I think such organizations would solve one of our packers' selling problems.



HE HAS NO COMPLAINTS.

Martin Cooke, Hoboken, N. J., meat dealer and head of the famous Hudson County Meat Council, who has no grouse against chain stores, but who does hate the unscrupulous meat retailer.

It certainly would bring packers and retailers together.

Organization Cost Small.

Cost of a council doesn't run into big money. We get contributions from our associations and packers. But whatever the cost the results more than justify the money spent.

We have found that some smaller retailers do not have broad vision. They do not realize that this is one big industry, all tied in together. What packers are interested in is not alone to sell product; they want retailers to sell it.

Don't get pessimistic about our business. The meat business is coming back again. In my forty-one years, I have seen it go up and down many times. It is down now, but it is going to go up again. Try to get that into your minds. The meat industry isn't just a retail proposition; it is an industry proposition.

CHAIRMAN RATH: Mr. Cooke, we thank you for your splendid suggestions. I am sure we are all glad to meet an optimist. We do not find many in this business. We will now hear from the resolutions committee.

Resolutions Adopted

R. S. SINCLAIR: Your committee presents the following resolutions and moves their adoption:

Century of Progress Display.

Whereas, through the cooperative effort of a number of meat packing companies there has been and is now being prepared an exceedingly effective and interesting exhibit of the livestock and meat industry to be presented at the Century of Progress exhibition, and

Whereas, it is of importance to the entire industry that this valuable display of educational and promotional ma-



R. S. SINCLAIR
(Kingan & Company)

Chairman Resolutions Committee.

terial be completed on schedule and in the best manner possible, and

Whereas, the funds to be used for this exhibit will be the means of reaching several million people with an interesting and important message about meat and its place in the diet,

Be it resolved, that the members of the Institute cordially endorse this project and urge that every meat packing company participate in the financing of the exhibit through a contribution of whatever it believes to be an equitable amount.

Appreciation of Cooperation.

Whereas, the packing industry has had the advantage of cordial cooperation and helpfulness from the U. S. Department of Agriculture, U. S. Department of Commerce, U. S. Department of State, and other government departments in numerous undertakings for the welfare of the entire livestock and meat industry,

Be it resolved, that the Institute expresses its cordial appreciation of the services of these government agencies and their staff members.

Thanks to Chicago University.

Whereas, the cooperation of the University of Chicago in the educational and research activities of the Institute has been continuously helpful to the industry,

Be it resolved, that the Institute extend its sincere thanks to the University and its officers for this valuable aid in these fields.

Institute Staff Thanked.

Whereas, the president and other officers of the Institute and the members of its staff and its committees have given energetic and capable service to the industry during the past year,

Be it resolved, that the members of the Institute hereby extend thanks to these individuals for these services and

express their appreciation of their efforts and accomplishments.

In Memory of the Departed.

Whereas, the industry has had the misfortune of losing from its ranks during the past year a number of its enthusiastic and faithful workers who have passed away.

Be it resolved, that the members of this Institute hereby express to families, relatives, and friends of the departed their sincerest sympathy and regret.

All of these resolutions were adopted.

CHAIRMAN RATH: We will now hear from the nominating committee. John R. Kinghan will report for that committee.

Officers Elected

MR. KINGHAN: On behalf of the nominating committee I make the following report:

For officers and directors:

Chairman of the Board, John W. Rath.

President, Wm. Whitfield Woods.

Vice Chairman, E. A. Cudahy, jr., B. C. Dickinson, Jay C. Hormel, Chester G. Newcomb, George A. Schmidt.

Treasurer, Harold Meyer.

Directors, Jay E. Decker, Wm. E. Felin, T. Henry Foster, T. George Lee, George N. Meyer, E. J. Engel.

Central Administrative Committee, E. A. Cudahy, jr., T. George Lee, Oscar G. Mayer, John W. Rath, Geo. A. Schmidt, F. S. Snyder, G. F. Swift, Thomas E. Wilson, Wm. Whitfield Woods.

Institute Plan Commission, Thomas E. Wilson.

The motion to adopt the report of the Nominating Committee was unanimously carried when put to a vote.

CHAIRMAN RATH: I think your Nominating Committee did a very good



E. J. ENGEL

(President, Mickieberry Food Products Co., Chicago.)

Elected a director of the Institute.



E. C. ANDREWS

(Jacob Dold Packing Company, Buffalo, N. Y.)

Director of the Institute.

job, with one exception, and that was in the first one named. I thank you very much for this word of confidence and this endorsement. I trust that when we meet again next year we can sing "Happy Days Are Here Again."

The convention thereupon adjourned sine die.

RETAILERS GREET PACKERS.

Officials of the New York State Association of Retail Meat Dealers conveyed their greetings to members of the Institute of American Meat Packers at the annual convention held in Chicago. President Anton Hehn said: "I want to take this opportunity to convey to the various packers and their representatives the greetings of my association of retail meat dealers and to express the hope that measures of a constructive nature will be undertaken at your convention which will make for better and closer cooperation between both the packers and the retailers with the aim in mind of more efficiently serving the consuming public."

Chairman of the National Board George Kramer wrote as follows: "Let me extend best wishes to the packers assembled in convention at this time. I know that under the able leadership of their directors and officers their one aim will be to better conditions in our industry and in that, or in anything they do to better serve the public they have our whole-hearted support."

David van Gelder, executive secretary of the State Association, sent the following message: "The retailer and the packer are both vital factors in the distribution of meat. As such, it is equally vital that they work closely together for the good of Mrs. Housewife. Greetings on this occasion of your annual convention."

Packers Enjoy Annual Dinner

The final event of the 27th annual convention was the Annual Dinner at the Palmer House on Tuesday evening, November 15.

Packers and their wives and daughters made the most of it, as it was the only festive feature of the convention programme. They had to pack half a week's social celebration into one evening.

And the famous Juan Muller of the Palmer House set the scene and provided the fare. Such sirloin steak these beef experts said they never before sank their teeth into.

The distinguished head of A Century of Progress gave the meat industry the story of this greatest of world's fairs-to-be, and the head of Northwestern University's School of Commerce painted a pertinent picture of governmental economy.

For entertainment the ancient but agile De Wolf Hopper and a very competent company under the baton of LeRoy Wetzel presented scenes from that Gilbert and Sullivan classic, "The Mikado," which some of us still appreciate.

Chairman of the Board John W. Rath blossomed as a toastmaster worthy the tradition of convention banquets — and that's saying something.

TOASTMASTER RATH: Ladies and Gentlemen: It would be more fitting if the speaker of this evening would tell you who I am than for me to attempt to introduce him, a man of national reputation whom you all know. Mr. Dawes is a man of many business affiliations. He is president of the Union Gas & Electric Company; he is president of Dawes Brothers. And speaking of brothers, he is one of a family of brothers who are known nationally and internationally, who were ever ready when called upon to do a municipal, national or international job. That is the reason that Mr. Dawes was selected to administer the development of the World's Fair.

The publicity of the World's Fair has been successful in creating very wide public interest. Having been convinced that the Fair will be held people now want to know all about it, and Mr. Rufus C. Dawes has kindly consented to tell us. Mr. Dawes. (Applause)

The Century of Progress.

MR. RUFUS C. DAWES: Mr. Chairman, Ladies and Gentlemen: The subject that you have assigned to me is: "What Will the World's Fair of 1933 Be Like?" That is just the trouble; it is not going to be "like." It is going

to be unlike. We think that in most respects it will be different from any World's Fair that has heretofore been held.

Therefore, if you will excuse me, I will change my topic and, instead of speaking upon the topic assigned me I will speak upon a "A Century of Progress: An International Exposition, If, When, and As Issued." I shall endeavor to convince you as to the if and describe the as. And take my word for it: The when is the first of June, 1933. (Applause)

To begin with, like all international expositions, this occasion is primarily historic. It celebrates an event of world-wide interest and of very deep interest to the people living in this locality—completion of the first hundred years of the existence of the city of Chicago. It is a time to compare the conditions under which men lived a hundred years ago and the conditions, hard as they may seem to be, which surround us today, and any such comparison affords at once the basis for a celebration.

And when, let me ask you gentlemen, has man ever had more to celebrate. And when, if we consider the state of mind in which most of us find ourselves, has he ever needed more than he needs today an honest to God celebration? (Applause) In that respect the exposition that will open next June is like other expositions.

Differs from Other Expositions.

I shall tell you why, in most respects, it must be different from any other exposition. It is because it is an exposition in celebration of this century which has just closed, the Century of Progress. When you consider what man has accomplished within that century you realize the necessity, the inescapable

necessity, of a great celebration in which all the world will participate.

Man has made more progress in this century in adjusting himself to a comfortable relation to his physical world than in any century that has preceded it. He has made much more progress in this century than in all the centuries preceding this in overcoming the physical environment into which he was condemned to live.

Within this century human suffering has been relieved, plague and pestilence and contagion almost overcome, disease attacked, human life extended. Distance in communication has been annihilated, and the difficulties of it almost overcome in transportation. Isolation has been broken down; darkness has been banished; the lives of all men are infinitely widened. For the first time in the history of man these great benefits achieved by the genius of man have been extended to all men of all classes.

This century has had these remarkable results, and this amazing distinction among all the centuries of man's existence. For the first time there has come to be a meaning in the word "progress" which was unknown to the people of ancient times.

Will Simplify Spirit of Progress.

There has appeared suddenly among men the conviction that it is possible for him, having overcome the physical obstacles against which he struggled so long, to overcome all the obstacles in the way of a better life. The very use of the word "progress" was unknown to the ancients, who thought of the ups and downs of life as things that were constantly recurring, and who lived with hope that there might some day be a return of the "good old days."

When we examine this century we find that it is one marked by the achievements of scientists. We find that it is a century that opened with an extension of the knowledge of nature's laws and at that very moment, strange to say, there came for the first time to man the realization that a knowledge of nature's laws would enable him to make use of the forces of nature for his own purposes. The progress that has been made in this century has been due to a greater scientific knowledge and to the application of that knowledge through a control of the forces of nature for the purposes of man.

In our exposition we shall endeavor to show how all industrial development depends upon scientific research. We shall do honor to those great scientists who have made this modern age. We shall attempt to point out the nature and the significance of these great scientific discoveries and the methods by which they were achieved.

Cooperation Today's Watchword.

And then, through the action of the various industries, we will attempt to show how that scientific knowledge has been applied in industry and the effect of its application in industry and, after that, the effect of the whole process upon our social condition.

We have noticed, as one of the first results of this extraordinary movement that was inaugurated by the discovery of science and the application of science in industry, that it almost immediately introduced new industries to take the



WORLD'S FAIR LEADER.

Rufus Dawes, president of A Century of Progress exposition, tells packers of the wonders in store in 1933.

place of old industries. We held in Chicago 40 years ago a great international exposition. Our statisticians tell us that today 40 per cent of the men who derive their living from industry derive it from industries that were not in existence 40 years ago.

The realization of that condition has brought together all the members of each industry into associations whereby they may defend the position which they hold in serving the great public. They realize that what is for the benefit of the industry is for the benefit of every member of the industry.

They realize that if they do not attend to the movements of science and guard their frontiers that some other industry will take its place, that competition, still the life of trade, has come to be rather a competition between industries than exclusively a competition between the members of an industry.

We have arranged that the exhibits showing the progress of industry should be what we call "collective" exhibits. It is my opinion, expressed six months before the opening of the fair, that in general you will find these exhibits collective exhibits as contrasted with the old fashion of competitive exhibits.

No Competitive Exhibits.

To illustrate what I mean by competitive exhibits, I will say that it is mile upon mile of the products of your industry comparing the products of this factory with those of that factory. What you will see here is an arrangement, whether made by an individual firm or by an association or industry, in an exhibition which will disclose rather its processes than its products.

In all its particulars it will be designed to show the origin of that industry in science, the service that it renders to society, the claims which it has for the patronage of people, and the recommendations that it has for legislation or the suspension of legislation which they regard as in the interests of the public at large and necessary for the defense of that industry. It is no small opportunity for industry to make an appeal of that kind before the great public that stands behind the Congress of the United States of America.

That that type of exhibit will be far more interesting for other reasons than its novelty, and I predict to you, although I may say parenthetically that we have induced money-seeking men to enter into contracts with us for the expenditure of \$4,000,000 to provide for your comfort and your entertainment and amusement at the fair. Some of these exhibits will produce anew more entertainment than you will derive from the expenditure of that \$4,000,000.

Advanced Building Design.

There is another aspect which your honorable president has asked me to refer to. He asked me to speak for a moment about the buildings, some of which have, perhaps, aroused jeers of derision, perhaps from yourself or from some of your friends.

We put up buildings like that because we could not get respectable architects in any nation in the world to put up any other kind of buildings, therefore, of course, I am going to say that so far as I am concerned I think they are beautiful. But, gentlemen, I have never posed as being of an ar-

tistic temperament. I belong to that very early stage in that respect.

If you were really artistic you would think, and probably say, that somewhere in your breast there was an ultimate standard of beauty and you not only know what you liked, but you knew everybody else ought to like what you liked. So far as I am concerned that is not my attitude with respect to those buildings. I reiterate that I think it would be safer for you to withhold your judgment as to the beauty of the buildings until they are all finished and you see them together, painted and perhaps illuminated.

New Type Building Cheaper.

The only other buildings we could have put up would have been buildings built on models. Most of these were brought to perfection 2,500 years ago. The latest were built at a time when men lived in practically the same conditions they did 2,500 years ago, when the needs of men remained for centuries unchanged and the only materials man had to use for the buildings were brick and stone.

Within this century we have seen introduced elevators, central heating, lighting, methods of ventilation and air conditioning. All these wonderful conditions were created by science with the conviction that they will serve the purposes of man.

I think you will all admit that one of the great tragedies of the present day is the high cost of rent. I think you will all agree that we all ought to be in favor of any kind of experiment that will make available to the common people the full results of science and invention. You can not do it with the old style of buildings.

Laugh, if you please, at our Administration Building, and then let me tell you that it is the application of this principle which you all will adopt when you have a great building to put up. The frame of a building should be of steel. Then it does not make much difference what it is covered with.

New Principles of Design.

The administrative building is a light steel structure; it is covered with the most modern of materials upon the outside and the inside. The interstices are filled with asbestos. The floors are put in in the same way; the ceiling the same way. There is a building to which could be applied at once all the savings that are incidental to mass production and, should that building be adopted as the model for the buildings of the common people, the cost of the common dwelling in America would be reduced not 50 per cent, but more nearly 75 per cent.

Laugh at the gas dome, if you please. It is the first time in history that man has realized that the principle of a suspension bridge could be applied to the holding up of a roof and thus enclose great spaces without columns. Do you want to have Soldier's Field covered? Our engineers could do it and give you that great area where 125,000 people could watch a game without a column or a post to interfere with the game or the sight of the game. Whether or not that satisfies your sense of beauty, sooner or later it is going to satisfy some need of your children or your grandchildren.



SAMUEL SLOTKIN

(Hygrade Food Products Corp., New York)
Director of the Institute.

An exposition does not, as a rule, undertake to bring new things. What an exposition does is to shorten the period between the laboratory experiment and the common use of these new inventions. Every successful exposition that has been held has been followed by the immediate introduction, but not by the discovery, of something that is adjustable to the needs of men.

If, in going to A Century of Progress, you should lift your eyes to see that magnificent and classical building, the Field Museum, you would notice that those beautiful windows which so charm your so-called sense of beauty have all been covered with boards, at great expense. No modern museum ever will be erected again with windows to provide for the free admission of the outside light or air. They will be lighted artificially so as to have control of the light and have it exactly the same at all times. They will be ventilated artificially so as to have the air clean and thus keep the specimens free from dirt.

Beauty and Utility Combined.

Are men going along for another 2,500 years, adopting these old models which today have suddenly and, by reason of science and invention, become almost useless to meet man's purpose? Will he continue to want to see these models of so-called classical buildings when he knows that he must find other types of buildings to serve the purposes of man in this modern age?

According to my idea, that is the reason we have buildings of that kind. Perhaps my eye is becoming adjusted to them a little. They don't look so bad to me. Come over and visit us at this Administration Building and walk into our Trustees' Room. I think you will agree with me that there are elements of real beauty in that room.

In another respect this exposition is different from its predecessors. Its pre-

decessors have uniformly laid the foundation of their financing upon the shoulders of the taxpayer. In every great exposition held in the United States prior to this one, the first thing they did was to take \$5,000,000 away from the taxpayers of the city in which it was held and then anywhere from \$5,000,000 to \$12,000,000 from the Federal Government.

A Century of Progress Association announced that it would not ask or accept a subsidy from any tax-levying body. The fundamental principle of its financing is that in so far as an exposition of this kind is an expression of the pride of citizenship, then the citizens, by voluntary contributions, must pay for it. And in so far as it serves the interests of industry, industry must pay for it.

How Fair Was Financed.

Those of you who live in Chicago very well know that the credit of some very wealthy and public-spirited men was loaned to an issue of \$10,000,000 of bonds of A Century of Progress. These bonds are secured by 40 per cent of the gate receipts, to be immediately deposited and are to be the only indebtedness of the Association. About \$7,500,000 of those bonds have been sold and are outstanding. About \$1,500,000 more of them are being issued and have been sold.

I made a statement, not using the same figures, in an address that I made on the second of November. At that time I said that we have every confidence in the world that we can dispose of these bonds at par in time to meet our purposes. One week later, on the ninth of November, I had the satisfaction of certifying to contracts which, within that period, have disposed of \$693,000 of those bonds within one week, giving me great confidence in our ability to dispose of the balance. There are less than \$1,000,000 left.

Don't think we are taking candy away from children. We are disposing of these bonds to the best corporations in the United States. These send trained men over to examine our whole situation. They believe our bonds will be good and within one week, as I have told you, have agreed to deliver to us material and services and to perform contracts to the extent of \$700,000, to be paid in bonds.

Buildings Completed.

Already we have completed, in preparation for an exposition to open next June, the following buildings: The building for agriculture, the building for dairy, the electrical group, the Administration Building, the great Hall of Science, three sections of the General Exhibits Building, the Chinese Temple, Old Fort Dearborn, Lincoln Center, the General Motors building, the Transportation Dome and building.

These buildings are all approaching completion. We have, also, to the extent that is essential for our purposes, provided or made contracts for the furnishing of these facilities: A water supply, roads and walks and plazas, sanitary sewers, storm sewers, electrical and gas supply, bridges, landscaping, fence, sculpture, illumination, painting, flag, uniforms, and trash cans.

In addition we have made contracts

and the work has already begun, in plenty of time for completion next spring, upon the Chrysler building, the Illinois State building, the Sears, Roebuck building, the fourth and fifth sections of the General Exhibits building, the states building (an enormous structure), the Twelfth Street entrance, the Home Planning, the Terrazzo Walk, the American Radiator building, the Children's Development building, the Horticultural building. We have plans and detailed specifications ready and shall, within a few days, make contracts for the Johns-Manville building, the Firestone building, the model houses, the Railroad Pageant, the Maya Temple, and the Sky Ride.

Courage Did It.

There's a long list of buildings. Two years ago, under the direction of architects, we authorized the publication of a picture of the grounds with the buildings on them. When these contracts are completed, every building that was on that plan announced two years ago will be provided. Between now and next June many more but smaller ones will be added to them. (Applause)

Philosophers tell us that fear is the very price of human existence; that without fear we could hardly expect to survive the perils of childhood; that fear protects and preserves us. But, gentlemen, there is something to be said for courage and for the exercise of faith. Now it is the position of A Century of Progress that the time has come to exhibit courage, to announce faith in the future of America. This exposition, if successful, will be a tonic to business. It will bolster the morale of a nation. It will exert a strong influence toward leading us back to prosperity.

We feel that providence has been with us. We laid the foundations of our financing late in 1928, in a period of great prosperity. We have expended

our money during a period when we think we have more for that money than we could have had at any time within the last 20 years. We hope and pray that when we open the gates of that exposition next June the sun of a new prosperity will be rising over the eastern horizon. (Applause)

TOASTMASTER RATH: I think you have had answered this evening the question that has probably been in a great many of your minds. This is: How can Chicago put over a World's Fair under conditions like we are now in? Our speaker of this evening not only sold the bonds with which to build the buildings, but in addition to that he started out to sell the tickets of admission. I think he has been very successful. A year from now, when this convention reconvenes, A Century of Progress will be in progress, and I am sure, Mr. Dawes, that you will have some tickets among this audience.

I thought, while sitting here, that if the packing industry had high-powered salesmen like our speaker of this evening we would have no difficulty in disposing of the surplus of our meat products.

Northwestern University gave our first speaker an honorary degree, but it did better by our second speaker. It gave him a job. That, however, wasn't his first job. Harvard saw him first, then the University of Iowa, then the University of Illinois, and finally, Northwestern University. Some friends of his say that Northwestern University hasn't been the same since—it has been better.

The speaker has many accomplishments, but I think one of the outstanding—perhaps the most outstanding—is his selection of his birthplace. He selected Iowa. He selected his birthplace, but I have been unable to determine the selection of his subject this evening. That, apparently, is a secret, but I know you will be pleased to hear Mr. Ralph B. Heilman, the Dean of the College of Commerce of Northwestern University. (Applause)

Address of Dean Heilman.

MR. RALPH B. HEILMAN: Mr. Chairman, Members of the Institute of American Meat Packers, and Guests: Whenever I hear a presiding officer about to introduce me by the use of the official academic title which necessarily precedes my name in academic circles, as your presiding officer just did, I always tremble inwardly a little for fear of what he may say, or mis-say, about me, particularly since an experience of a few months ago which took place in my office.

A young lady applied for a position. She was given a job in the office. She went on duty Monday morning, and was told one of her duties would be to preside at the information counter where various individuals call for different members of the staff.

Shortly after the office opened a caller came in and made inquiry. He said he wished to see the dean of the institution. The young lady came to my office and told me. I happened to be engaged at the moment so I said to her to say to the party that I was busy, and to ask him to wait for a few moments. She was a little fussed, this being her first job, and she said to the caller, "Won't you please wait just a



T. P. BRESLIN
(Standard Packing Company, Inc., Los Angeles, Cal.)
Director of the Institute.

moment? The 'bean' is 'dizzy' just now" (laughter), and I am not quite sure but what she was correct.

A few months ago I took the train to go to one of our neighboring cities in Indiana to speak at a noonday business men's luncheon club. I arrived in town about a half hour before the luncheon was to take place. I went to the hotel and found I was about 15 minutes early, so I sat down in one of the comfortable chairs in the lounge trying to organize my thoughts.

Didn't Disappoint His Audience.

While I was thus engaged a couple of the club members dropped in. They, occupied chairs immediately across from me in the lounge, entirely unmindful of my presence. One said to the other:

"What is on the program here today, who is speaking anyhow?"

The other scratched his head and said, "I don't know. I think it is some professor from Northwestern University."

"Oh, hell," the other one said, "that will be a pure bunch of bunk and theory."

I didn't say anything. There wasn't anything I could say. After the luncheon had been concluded, I was introduced and arose as the speaker of the day. Then I noticed a look of astonishment and surprise come over the countenance of this gentleman. He was seated at one of the tables below, in front of me. I thought it would be a nice little joke, so I pointed him out to the audience and told the audience about the little remark I had overheard.

The most surprising thing about that whole incident was that when the address of the day had been completed and the meeting adjourned, that gentleman never came forward to take me by the hand or to take any step whatever to indicate he might have been mistaken in his original estimate. (Laughter)

The Cold-Blooded Banker.

I want to set your minds at ease at the outset. I am one speaker who is not going to discuss the business depression, the present worldwide state of economic maladjustment, nor even the business outlook, although an incident did come to my mind the other day with regard to the characteristic of a banker which may throw some possible light upon the causes for the present depression.

A Chicago banker was driving through my home town—Evanston. It was a rainy day, and the streets were slippery. His car slid, hit a woman and knocked her unconscious. He wasn't sure how serious the accident was. However, he was rather conscientious. Bankers have some conscience; he stopped the car and picked her up and rushed her to the emergency department of the Evanston hospital.

They took her in. The doctor looked her over. She was unconscious. The banker awaited the verdict. In about 10 minutes the doctor came out and the banker asked what the verdict was. The doctor said, "She is in a serious condition. It will be necessary to have a blood transfusion."

The banker, still feeling slightly conscious stricken, volunteered to offer his



BUSINESS COMMENTATOR.

Dean Ralph Heilman, School of Commerce, Northwestern University, talks to banqueters.

blood. They took him in for the blood transfusion. They took about a pint of blood from him. Then he went out to wait for the verdict. In about fifteen minutes the doctor came out shaking his head very sadly.

The banker said: "Doctor, what is the condition of the patient?"

The doctor said: "I am sorry, sir, the patient died."

"Died?" said the banker, "how is that?"

The doctor said: "She didn't die as a result of the automobile accident; she froze to death." (Laughter)

Need for Cooperative Action.

I am particularly glad for this opportunity to meet with the members of the Institute of American Meat Packers. In my judgment, this organization is significant of an important movement in America. What is the most important change or transformation which in recent years has come about in the spirit and in the ideals of American business? I think I should say it is the increasing emphasis which more and more is coming to be placed upon united, joint, concerted, or cooperative action in business upon the part of business enterprises associated together, as distinguished from purely individual action upon the part of any isolated business enterprise.

Therefore, I wish to congratulate the Institute upon its splendid record of achievement and accomplishment to date in this field of cooperative or joint endeavor. I venture to express the hope that this splendid record of achievement and accomplishment may prove to be but the forerunner and the harbinger of better and larger accomplishments to follow.

Obviously I cannot discuss this evening the problems of the meat packing industry. For that task I am not qualified. Therefore, I wish, in a very informal and rambling, and perhaps incoherent sort of way, to direct your attention for a few moments to a prob-

lem which I am convinced is one of the most vital and one of the most critical problems which American business men are today called upon to confront. I refer to the tendency toward excessive government regulation and control of business, and more particularly of private competitive business.

Government in Business.

In my judgment, there is no problem which American business will be called upon to confront in the years which lie immediately ahead of us which is more difficult, more baffling, more perplexing and yet more crucial than this problem. It has to do with the proper scope and the proper limitations of government regulation and government control and government interference with the private economic and business activities of its individual citizens.

Every careful and fair-minded student of this problem recognizes the necessity for a reasonable degree of government regulation and control, not only in the field of the public utilities, but also in the field of private competitive business. This is particularly true with regard to those matters which relate to public life, health, safety or welfare. All open-minded men would concede that principle.

Nevertheless, in my judgment, it is of tremendous importance, having conceded that principle, that we should also keep clearly in mind the fact that there are very grave dangers which lurk in this movement. Government regulation of business may prove to be both excessive and unwise.

That is a matter of fact. The attempt to solve business problems by legislation is ordinarily dangerous. There is no magic wonder-working power in mere legislation. Ordinarily when man-made laws clash with economic forces and economic laws, legislative-made laws are compelled to yield the right of way to economic laws and economic forces.

Foolish Legislation.

Yet, in spite of the dangers which lurk in this movement, and in spite of the limitations to which I have just referred, proposals are today being made in every legislative hall throughout the length and breadth of the land. These look to further and further encroachment of government upon the fields of private business and toward further and further invoking the power and the instrumentality of government and law in those fields which we have ordinarily regarded as appropriate, primarily, for private business and individual action.

I remember about a year ago I took occasion to make a little analysis of the measures which were introduced that winter in the various state legislatures throughout the country. In one of our states a bill was introduced in the legislature which provided that in that state every citizen should be required to sleep eight hours out of every twenty-four. In a neighboring state, a measure was introduced which provided that no undertaker in that state should be permitted to sell a coffin at a price in excess of \$50.00.

In still another instance a measure was introduced, which provided for the appointment of a special commission. The appointment of special commis-

sions is one of the pastimes of legislative bodies.) This was to make a survey of all homes in the state to ascertain how many of them were happy homes. What the result of that survey would have been I do not know.

Bill Limits Earnings.

I noticed in press dispatches the other day that a measure had been introduced which provided that no lawyer in the state of Florida should be allowed to receive from his practice an income in excess of \$3,000 per year. All of us know lawyers whose value to society would not exceed that amount, but most of us would not limit their earnings in that particular way.

In Illinois we have a member of the legislature who for the past several sessions has regularly introduced his pet measure. This is not a joke with him. This pet bill provides that no shoe dealer or shoe manufacturer in Illinois shall be permitted to manufacture or sell ladies' shoes having a heel higher than one inch.

Seriously speaking, the movement and the clamor for government price regulation, even in the field of private business, is abroad throughout the country. New York recently enacted a measure regulating the price of theater tickets. The legislature in New Jersey passed a measure regulating the fees of employment agencies.

The legislature in Tennessee attempted to regulate the price of gasoline in that state. Arkansas attempted to regulate the price of ice, and so forth. All this is being done in spite of the fact that history repeatedly demonstrates the folly and futility of government attempts to regulate price, whether the attempt be to regulate it downward or upward in the field of private competitive business.

Law Specifies Sheet Sizes.

The Brazilian attempt to regulate the price of coffee, the British attempt to regulate the price of rubber, the Canadian wheat pools and the Federal Farm Board attempt to regulate the

price of wheat and cotton all tell the same story. As a matter of fact, the members of our legislative bodies today, not content with the attempt at price regulation, are attempting to regulate the intimate and more minute details of our daily lives.

Iowa, for example, has a measure upon its statute books which regulates specifically, in terms of feet and inches, the length of bed sheets which must be used in all beds in every hotel in that state. In Wisconsin, at the last session of the legislature, a measure was introduced which would clothe the Dairy Commissioner of the state with the power and the authority to regulate the size of the holes in all cheese which is manufactured in the state of Wisconsin.

In Kansas, I understand, a statute is actually upon the statute books which provides that if two railroad trains meet each other at a railroad crossing, or a point of intersection, each of them shall stop until the other train has passed. (Laughter)

Over a Million Laws.

As a matter of fact, one can hardly escape the conclusion that some members of our legislative bodies, more particularly our state legislative bodies, labor under the delusion that it is possible to repeal the law of gravity or the law of supply and demand by mere legislative enactment. As a matter of fact, today government is not content with regulating excessively private competitive business but actually is engaging on a very large and extensive scale in competition with private business.

Government—federal, state, and local—is engaging in a multitude of forms of competition with private business enterprises. Government is engaging in competition with its own taxpayers. Government is engaging in competition with its own citizens. Government owned capital is engaging in competi-

tion with privately owned capital, as is being amply demonstrated by the present hearings which are now in progress on the part of the Congressional Committee devoted to the consideration of that subject of government competition with business.

One need only call attention to the fact that at the last session of the Illinois legislature over 1,700 measures were actually enacted. The estimates of competent authorities in the field of political science is that there are already in existence in the United States, including all measures enacted by Congress, various state legislatures, municipal bodies, something in excess of one and one-half millions of laws.

Should Oppose Regulatory Laws.

It is not surprising, gentlemen, that it is almost impossible for the individual today to live, to draw his breath, or to conduct his business without violating, knowingly or unknowingly, some of these many statutes. That is why it is, in my judgment, highly important that business men and business organizations such as the Institute should oppose, and oppose vigorously, every law, every measure, and every proposal which involves directly government competition with private business, undue restriction of management, or which involves unfair burdens upon investors, owners, employers, employees, and taxpayers.

When one contemplates this problem, one is almost inclined to agree with the anonymous poet—who he was I do not know—who penned these words which I recently ran across:

"I am glad the sun and moon are in the sky so high

That no designing hand can reach to pluck them from the sky.

If they were not, I have no doubt, that some reforming ass

Would introduce a law to light the world with gas."

The dinner adjourned at ten-forty-five o'clock.



WESLEY HARDENBERGH
Vice President of the Institute.



HOMER R. DAVISON
Vice President of the Institute.



PENDLETON DUDLEY
Eastern Director of the Institute.

Efficiency in Operation and Sales Feature Sectional Meetings

Adventure and Advance featured the Sectional Meetings as well as the regular convention sessions—adventure into new fields of efficiency in operation, construction, selling and advertising and advance through scientific research and its application.

Importance of safety in an efficient production program, a new development in rendering equipment, trends in shipping containers and something of what the government is doing to cooperate in the preparation of certain types of meat products gave to the operating men not only much new information but many practical ideas for future application.

Operation and Maintenance.

Plant engineers were treated to a fundamental discussion of the use of paints both on the inside and outside of their plants and the application of air conditioning to packinghouse problems. They were given a birdseye view of the plans for and development of the meat packing industry in Soviet Russia.

Those interested in merchandising were told something of the economics of marketing, given pointers on the training and development of salesmen, treated to a discussion of factors in successful selling, also the results of first-hand experience in consumer selling by the retailer.

Science to the Fore.

Rapid strides have been made in developing a scientific background to replace the empirical basis for practice which has prevailed almost since the founding of meat packing as an industry. This was evidenced by the great mass of data based on scientific investigation presented at the two sessions of the Scientific Section. This was the only department to which so much time was devoted, fully half of which revolved about that important packing-house product, lard.

All sessions were well attended, and as in the case of the convention proper, the difficult conditions through which the industry has been passing seemed to stimulate both attendance and interest.

Operating Section

Improved packinghouse operation at lower cost calls for a development of safety consciousness in the minds of all employees, from the highest to the lowest about a plant. Accidents are expensive to the company as well as to the victim and his family. They are

expensive to the company, not only from the standpoint of money paid out in compensation, but in time lost and in the training of new employees to do the work during the temporary absence of an employee or in his replacement.

Many experiments have been made as to the best means of bringing about accident prevention. Safety devices of all kinds have been introduced in packinghouses, but there is nothing to prevent a workman from dropping a heavy box on his foot and crushing it except the development in his mind of the importance of safety to himself and to his company.

These are some of the reasons why the meat packing industry is so much interested in safety for packinghouse employees, as set forth by N. L. Brainerd of Wilson & Co., chairman of the Committee on Fire and Accident prevention of the Institute, in a paper on "Safe Plant Operation," opening the program of the Operating Section. This committee was formed in 1929 and works in close conjunction with the National Safety Council.

Safety Contests Reduce Accidents.

Mr. Brainerd's committee "looks upon accident prevention as one of good production." He said that only 15 to 20 per cent of packinghouse accidents are preventable through mechanical means. A concern for the safety not only of himself but for others must be developed in every workman.

The matter of guarded knives, non-slip floors, goggles, gloves, leather cuffs and similar protectors have been gone into carefully. While the installation of these and other aids to accident prevention have all helped, the most important factor remains that of accident consciousness of the individual.

For this reason the committee has instituted prizes for accident prevention records which at the same time impress on member companies the desirability of consistent accident prevention campaigns the year round.

As a result of the work, which has been carried on during the past three years, the accident frequency rate in the meat packing industry has been reduced materially. For example, 67 contesting plants operated one month without a lost time accident, 11 plants operated six months without such an accident and four plants operated nine months.

Aside from the immediate cost of accidents, both to the company and to the employee, there is another element of much importance to the industry. This is the distinct and very definite bearing accident prevention has upon compensation rates. In most states it is customary to charge a rate for an industry in relation to the average accident cost over a period of three or five years. It is not enough, therefore, for a plant here and there to make an accident record for one year or two years, but it is important that it be continuous.



DR. R. F. EAGLE
(Wilson & Company, Chicago, Ill.)
Presiding Operating Section.

Summing up, Mr. Brainerd said that his committee was striving to impress member companies with the importance of consistent accident prevention the year round; that special equipment can be expected to contribute only a little to the final result; that the human element is most important of all; that company executives must give to safety the same effort to bring about the same good result as they do to any other production problem; that the improvement already accomplished shows what can be done; and that there must be united effort throughout the entire meat packing industry.

Safety a Year-round Job.

In the discussion which followed this paper, Harry J. Koenig, Armour and Company, said his company has found that as a result of the safety campaign superintendents, supervisors, department heads and the whole organization are safety minded. He was of the opinion that the contest plan should be continued for another period, and said that his company has some very important plans along safety promotion lines for further development.

In a discussion of "Processing Meats Customarily Eaten Without Being Cooked," Dr. H. B. Raffensperger, of the Bureau of Animal Industry, U. S. Department of Agriculture, discussed the regulations imposed by the department in the processing of such meats.

He pointed out to the operating men present that it was not the desire of the department to hamper them in any way in their work, but to cooperate to the fullest extent. Where regulations were imposed that had an unfavorable influence on the product from the standpoint of flavor and appearance every effort was made to promulgate regulations that would overcome the difficulties of the industry and still comply with the responsibilities of the service.

New Rendering Method.

Open kettle rendering, then wet rendering and finally dry rendering methods have been used in the preparation of animal fats from the time when the industry was in the butcher stage up

to the present highly specialized meat and by-products industries.

Many new developments in rendering have taken place in recent years, one of these being described by O. H. Wurster of Wurster & Sanger, chemical engineers, as "The Circulating Method of Rendering." The process was invented by T. K. Lowry, general superintendent of Darling & Company, Chicago, and developed at the Chicago plant of that company.

In the development of this method of rendering, Mr. Wurster said, its originator attempted to work out a process which combined quick heating to reduce the time element and its effect upon color and f.f.a.; low temperature of materials to prevent discoloration and scorching, keep down the f.f.a. and permit the use of exhaust steam at low pressures; large batches to meet modern manufacturing requirements; economical operation as regards steam, power and labor.

To get quick heating at low temperature it was realized that a relatively large heating surface with a rapid heat transfer was necessary. This indicated a tube heating surface with the heat transfer being accomplished by forced circulation secured through pumping, the product being crushed and rendered under vacuum. The system was described by the speaker as follows:

How System is Built.

"The circulating rendering plant consists of a tubular heating element with vertical tubes through which the material passes. The tubes are heated by exhaust steam at pressures below 5 lbs. gauge. The material is drawn from the bottom of the tubes by a centrifugal pump of the non-clogging impeller type, and is discharged at a point immediately above the top of the tubes to maintain circulation at this point and prevent clogging of the tubes.

"Above the heater is a large flash chamber in which the separation of the vapor from the liquid takes place. The vapor is drawn off from the flash chamber through a separator to a barometric condenser. A 2-stage steam-jet air ejector is connected to the barometric condenser to obtain the vacuum.

"The material is ground and conveyed to a steam jacketed mixing and charging tank provided with an agitator in which it is heated before pumping into the heater and flash chamber. Whether or not a priming charge of fat is added depends on the kind of material, its physical condition and the amount of fat and moisture it contains.

"After pumping the warmed material into the circulating system, it is circulated through the heater until it is rendered and is then discharged into a settling tank. The fat is drawn off from the settling tank and the cracklings are run to the presses."

Charge Rendered in Two Hours.

The unit in operation at the Darling plant was described as having a capacity of 20,000 lbs. of material per charge, with a heating surface of slightly over 1,000 sq. ft. Tubes are 4 in. outside diameter. The flash chamber is 7 ft. in diameter. Frothing, clogging of tubes and pumping difficulties which arose at first have been overcome, Mr. Wurster said.



H. J. KOENIG

(Armour and Company, Chicago, Ill.)
Program Chairman, Operating Section.

A charge of material is rendered in about 2 hours and the maximum temperature of the material is usually around 185 degs. Fahr.; never above 200 degs. Fahr. With lower temperature and shorter time of operation mucilaginous products do not form, he said.

Mr. Wurster said a unit is in operation in the Norwegian whaling fleet now in the Antarctic, also that a small unit with a charge of 3,000 to 6,000 lbs. has been developed. He said that the circulating rendering process is at present used commercially only on inedible materials including garbage, fat and bones, but he was of the opinion that edible materials would be more easily rendered by this process than inedible.

Container Weight Reduced.

Weight of nailed wooden boxes and crates has been reduced fully 25 per cent during the past ten years, and these containers are stronger and more serviceable. This result has been brought about through research bringing about developments leading up to maximum trade in containers at lower shipping cost. C. A. Plaskett, senior engineer of U. S. Department of Agriculture's Forest Products Laboratory at Madison, Wis., said in his talk on "Trends in Shipping Containers."

The boxing and crating business is valued at \$400,000,000 a year for all industry, Mr. Plaskett said. But not much attention was paid to container design until recently. Packages that carriers found acceptable proved the most important in the past. The shipper had little concern for the condition in which the package arrived. He believed that to be the job of the carrier.

He pointed to the growing realization of the importance of weight of shipping container because of its influence on freight charges, the ultimate cost of the product shipped, and the trend toward

the use of more efficient containers of lighter weight and lower cost. Nowadays, he said, a good box isn't just a box. It is an engineering structure based on research and experience.

Fiber Containers for Coolers.

To pack his product most efficiently, the shipper must study the particular commodity and the conditions to which the packages will be subjected. He must determine to what extent the different kinds of protection are required and must study the construction of the box to meet his needs. But of first consideration is the kind of protection required by the commodity to be shipped.

Mr. Plaskett traced the history of different kinds of containers and pointed especially to the need of much more research particularly in the field of fiber shipping containers which have come into so much importance in the past few years.

The discussion which followed this paper pointed to the need for a fiber box that can be used effectively in the freezer. Because of the high moisture content of the meat, the frost seems to penetrate the fiber board and disintegrate it. The use of paper liners and the treatment of fibers to withstand this breaking down process has been resorted to. A further objection occurs when the product is defrosted, as the juice of the meat penetrates the box material and breaks down the fiber. These boxes have seemed to be able to resist almost anything else but not defrosted meat juices.

The section was presided over by R. F. Eagle, of Wilson & Co., chairman of the Committee on Packinghouse Practice and Research of the Institute. Dr. Eagle's facility in keeping a program moving, in stimulating discussion and in summarizing some of the major problems in connection with the particular subject under presentation resulted in an unusually interesting and instructive session for operating men.

Engineering Section

Paint is an important factor in better packinghouse operation and lower upkeep, as was evident from the discussion of "Paints for Packinghouse Purposes," by J. E. Fauser, E. I. du Pont de Nemours & Co., Inc., who opened the program of the Engineering Section. Paint accomplishes three major functions, he said.

- 1, It protects from deterioration.
- 2, It improves lighting conditions. Light is essential to quality production and quality employees. In many cases lighting reduces accidents and paint increases light values.
- 3, Paint improves appearances, and these have a wonderful influence on the morale of the working force. It also has a distinct publicity value on vehicles, especially trucks, which are before the eyes of the public so much of the time.

Mr. Fauser's paper considered paint from all of these angles, but particularly stressed its protective value. The tremendous investment in equipment and property must be protected, as the loss may be enormous unless there is satisfactory protection. Painting requirements of the packing industry are

not only unusual but in many cases very severe.

Special Paint for the Meat Plant.

There are unusual conditions arising out of a combination of excessive moisture, grease, steam, alkali, gas fumes and low temperature conditions. Surfaces are sometimes subjected to continuous moisture and can not be thoroughly dried before paint is applied. Therefore, the paint manufacturer must make the best product he knows how to take care of these situations.

Considerable progress has been made, the speaker said, in developing paints for the packing industry. Not all meat plant painting problems have been solved, but it is believed that satisfactory recommendations can be made to take care of most conditions.

Citing the hog killing department as furnishing more or less typical conditions, Mr. Fauser discussed the use of paints in this department. Here there is concrete construction, steel doors, piping and tracking (and all must be protected.) Steam and hot water when washing floors result in the continuous presence of condensed moisture which promotes deterioration of the paint film.

If previously painted, and if paint is in reasonably good condition, one coat may suffice; a white color is preferred. When two coats are applied there must be a flat enamel undercoat. The finished coat should possess maximum resistance to yellowing and must not darken in the presence of hydrogen sulphide fumes. It is important that the final coat does not yellow, for then light reflection is reduced.

Primer Coat on Steel.

The finished coat should dry to an eggshell finish. This will give better light diffusion than a glossy product. A glossy finish has more glare, while the eggshell finish is pigmented to a greater degree. The film is also harder and picks up less dirt. Also the eggshell finish stands washing best, and has less tendency to blister.

Where a white finish is required on steel beams, the same type of paint should be used. A rust spotting primer is put on first. In new construction, steel beams should first be given a good rust inhibitive primer. For brick and concrete, use a hard drying and water resisting finish. For three or four feet from the floor the finish must withstand washing with hot water.

All piping should have one or two coats of aluminum paint after thoroughly cleaning. A corrosion proof type of paint should be used on steel doors and tracking. This should be put on over a rust inhibitive primer. This type of paint, specially handled, Mr. Fauser said, was particularly resistant to packinghouse conditions. It also is used as opposed to an oil type product, as it gives a film more resistant to fumes and moisture, and prevents penetration of corrosion agents into the metal below. It must be remembered, however, that rust inhibitive types of primers are essential. Basic lead chromate possesses outstanding qualities for this purpose for all steel and iron work in packinghouses.

Tankhouse Painting Practices.

The same use of paints may be made to surfaces in pork cutting, sausage

manufacturing and lard refining departments as well as in cattle, calf and sheep killing departments. Paint for the casing cleaning room presents a real problem. Here moisture conditions are bad, and there is a tendency to cause dissolution of paint films. White paint used in this department should be free from lead in any form.

In the tankhouse, little painting is done except to protect the metal structure. The same paint was recommended for this purpose as is used on the killing floors. In the hide cellar, a new set of conditions from those in the casing and rendering departments are found. Here large quantities of salt is retained in the atmosphere, and only metal surfaces are painted. Here again the same paint was recommended.

Painting of coolers presents a different problem. Here there is considerable moisture. The character of the white finish must be such as not to contaminate food products and must dry satisfactorily even at low temperatures. The speaker discussed the different types of paint finishes for coolers and the proper application of each.

Painting Cooler Surfaces.

He spoke especially of the cooler finished with mastic. Here an aluminum type sealer is recommended before the paint is put on. Two pounds or more of aluminum powder are added to a gallon of sealer. This seal will prevent the wall material from dissolving and discoloring the paint. After the sealer coat is allowed to dry thoroughly, two coats of paint are applied. If a cooler is plastered, the plaster should be neutralized before the sealer is applied.

All paint manufacturers try to stress a dry surface for the application of paint, but there is very sure to be some moisture present. A paint which is affected least is the one best suited for the purpose.

A buff color usually is used in the

smokehouse. If grease is deposited on the smokehouse walls or beams, remove the grease first with an alkali wash before the paint is applied, then follow the manufacturers directions for application of paint for good results.

For exterior surfaces, the type of paint should be selected for the different surfaces. Formerly plants were built and then painted, with no attention being paid to the type of wood selected. Sometimes the wood used was not particularly good for painting. An interesting point made was that if enough good lumber is not available to build the building the best lumber available should be put on the south side. Paint fails fast on the south side of a building.

Treatment of wood for painting was discussed in considerable detail. It was recommended that surface paints free from lead be selected, as otherwise discoloration will occur due to conditions and fumes around packinghouses.

Synthetic Finishes Durable.

A good deal was said for synthetic finishes for packinghouse paints. It was believed they offered considerable possibility. Exposure tests have demonstrated 50 per cent better durability for synthetic finishes than the natural paint materials.

Lacquer finishes for motor trucks and other automotive equipment used by the industry were discussed. It was believed these are not entirely desirable as the weathering tendencies were serious. If the surfaces are not kept polished lacquers are not desirable, Mr. Fauser said. Synthetic finishes, on the other hand, are fast drying, dust free in a short time, and may be applied with spray or brush.

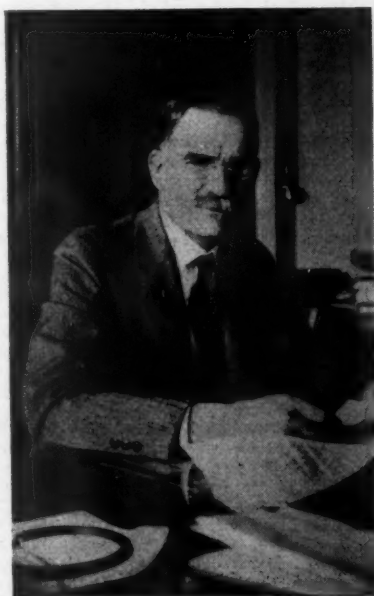
They do not have the weathering characteristic of lacquers and when they do weather the surface for repainting is all right. He advised each packer to look into the various resin synthetic materials on the market and choose the best for his particular purpose. They all have made a definite place for themselves for automotive equipment and rolling stock.

In his talk on the "Application of Air Conditioning to Packinghouse Problems," R. H. Waterfell, Carrier Engineering Corporation, outlined certain fundamental principles in air conditioning as they seem to be applied to the packing industry. This industry, he said, probably was one of the first to use practical air conditioning, brought about by the needs of the food product handled.

In recent years air conditioning has expanded to almost every activity. "We meet it in nearly every phase of our modern life from conditioning food products, processing, drying and humidifying, to conditioning for human comfort," he said.

What Air Conditioning Is.

Most of the principles of air conditioning are utilized in some phase of the packing industry, Mr. Waterfell said. These include heating, humidifying, cooling, dehumidifying, and air movement. They also include the maintenance of walls and ceilings in a dry, sanitary state and the preservation of a desirable color and quality in the product. Practically every department is dependent for its successful operation on



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Presiding Chairman, Engineering and Construction Section.

the control of temperature, and nearly all of them will be benefited by the control of humidity.

In air conditioning, air is simply a medium of transfer of heat and moisture in relation to a given product. First it is necessary to study the direct effects of the atmosphere in its relation to the product, then analyze the methods of obtaining the qualities in the atmosphere desired. These two problems are distinct and separate, yet it is essential to coordinate both ends of the heat transfer and moisture transfer process to secure a properly balanced and economical system.

The effect of temperature, humidity and air motion must be considered as applicable in a chill room. Here the prime objectives are to quickly cool the meat, keep shrink low and retain color and quality. The vapor pressure of moisture in warm meat is relatively high, tending toward evaporation. This can not be reduced until the meat is cooled or evaporation has occurred. It is practically impossible to cool with air without part of the cooling taking place by evaporation of moisture.

Fundamentals involved in designing equipment for cooling with a minimum loss of vapor are proper proportioning of heat transfer surfaces and distribution and circulation of air. In transfer of heat relative to air there must be some type of cooling surface. This may be metal or a liquid.

Temperature and Humidity Relationships.

Metal surfaces of pipes were used first. Later liquid surfaces were utilized. In both cases heat transfer takes place at the surface, and the important difference between the two types is the amount of surface exposed.

For practical purposes the spray type is of use only where heat is removed from the air, as otherwise a large amount of moisture is added to the air. In general, the problems in the packing industry are control of heat and moisture.

In controlling the moisture content of the air, either the spray type or surface type apparatus may be used. While the spray type offers a convenient method for control and humidity, it also has introduced a problem in many cases, Mr. Waterfell said. This is true when excessive moisture results. Usually in such cases insufficient surface has been provided, and the result is an excessive drying rate.

Where it is desired to have high humidities, it is necessary to carry the cooling medium temperature near the room temperature and to provide a very large amount of circulation so that the dewpoint is not increased and humidity lowered below that desired.

Rapid Air Increases Shrink.

Mr. Waterfell presented a series of slides, the first of which showed the effect of air velocity over a free moisture surface based on a unit of vapor pressure difference between the air and the water surface. This, he said, was not directly applicable to products which contain a small amount of moisture or contain moisture in a hydroscopic state.

In warm meats or other warm products, where the heat for evaporation is

supplied by the product itself, rate of evaporation is higher than in other products. If the product is surrounded by an envelope of vapor which exerts a partial vapor pressure it will tend to retard evaporation from the meat. This envelope, however, if it is stagnant will also surround the meat by an envelope of warm air so as to retard cooling.

The problem, therefore, is to sweep away this envelope at a rate which will provide maximum cooling with minimum of evaporation. Just what that optimum velocity was Mr. Waterfell could not say, but he was of the opinion that it was not a very low velocity, as otherwise surface drying is excessive.

When air blows across a surface it does not cool that surface or evaporate moisture as rapidly as when it blows at right angles or impinges upon the surface. The speaker showed slides of curves resulting from the application of this principle, as well as curves of evaporation rates from free moisture surfaces.

Cooling and Shrink Results.

Another slide showed curves for the cooling rate of meat. It showed the rates that had been accomplished by fairly high humidities and by blowing of air along the ceiling of a chill room and allowing it to distribute and percolate back toward the supply at a moderate velocity but at a sufficiently high rate of air change to maintain a high humidity.

On a side of beef weighing 300 lbs., the initial temperature was slightly above 100 degs. with room temperature initially about 35 degs. The room temperature rose slightly during the cooling period, and the temperature of the meat gradually approached room temperature until at the end of 24 hours the temperature of the meat had been reduced to 40 degs. and the room temperature was back to about 35 degs.

In a hog cooler where the induction of air was along the ceiling the temperature of the carcasses was around 105 degs. and at the end of 14 hours the carcasses were down to 35 degs. with a room temperature about 26 degs.

Shrinkage was more rapid in the earlier cooling stages when vapor pressure differences between the meat and room was highest and gradually tapered off at the later stages of cooling. Total shrinkage in this case was less than 1½ per cent, which represents about one-third of the cooling of the meat directly by evaporation. It was recognized that shrinkage represents a very vital part of the economic phase of cooling.

Mr. Waterfell said he had touched on only a few of the air conditioning problems in the packing industry, and when the enormous volume of product handled annually is considered it is realized that refinements representing only a small percentage of saving will be commercially worth while.

Russian Meat Plants.

"Designing Packing Plants for Soviet Russia" was discussed interestingly in a paper prepared by H. Peter Henschien who drew the plans for two of the largest plants now under construction in Russia and many smaller ones. He pointed to the great problem of feeding the 165,000,000 people of Russia



HENRY D. Tafft

Director, Institute Department of Packinghouse Practice and Research.

where the need for meat has steadily become more acute. In view of the industrialization work under progress and in operation, increasing numbers need meat as part of their diet. Consequently plans have been formulated to raise livestock on a large scale, and build packing plants throughout Russia to process them on a modern scale.

He pointed to the more or less limited facilities for shipping livestock over long distances and the lack of freezing facilities for meat. These results in considerable loss at some points. He traced the activities of the Russian commission sent to the United States and Europe four years ago which, as a result of its studies decided to adopt American packinghouse practices in their country. As a result there was an organization established in Russia called the Institute for Design of Packing Plants which continued work started in the United States. Many of the practices common in American plants were quite new to the Russian engineers.

Large Sausage Capacity.

The first plant to be planned and started was the one in Moscow with a capacity of 7,200 hogs, 3,600 cattle and 300 calves and a sausage capacity of 365,000 lbs. daily. Two shifts each of seven hours duration were planned for killing and cutting and three shifts for sausagemaking and similar work. This plant is in the Moscow city limits. As the space for stockyards facilities there is limited, a six-story building was planned for the storage of livestock.

All hogs are to be skinned and the bristles removed before the hide is taken off. Two men working as a team skin 20 hogs in 7 hours. The skinned carcasses are then eviscerated and prepared as in the average American plant. Hams are cured in 15 days and bellies in from 7 to 10 days.

All cattle blood is saved and used for edible purposes, and all other blood for inedible. Spray types of dryers are used for blood and blood albumin, both light and dark are manufactured.

Brine spray is used for the chilling of hot carcasses, the brine tanks being automatically controlled. Hog cutting rooms are models of perfection, including all modern up-to-date American methods.

Facilities for Workers.

Facilities provided for workers' comforts are considerably more elaborate than in this country. Approximately 3,000 employees will be required at the Moscow plant, and there are two large five-story buildings for their use. On arriving the worker will enter one locker room, hang up his street clothes, enter the shower room and then on to another locker where his work clothes are kept. There will be one shower for each five employees, and 600 showers at each of the two large plants. All working clothes are furnished by the plant. The employees' building is equipped with a cafeteria and two meals daily are to be served to workers. Under such conditions, the factory naturally becomes a place of more than common interest to workers. It is a place to work and eat and hear the latest news. The Moscow plant was started in the spring of 1931 with construction still under way.

The section was presided over by Allen McKenzie, chief engineer of Wilson & Co.

Scientific Section

FIRST SESSION.

Fading of cured meats often is complained of, both in hams and bacon. This is believed to be due to four causes, V. R. Rupp, of Kingan & Company said in his paper on "The Fading of Color in Cured Meats" which opened the first session of the Scientific Section. Mr. Rupp pointed to four causes of fading:

- 1, lack of nitrite;
- 2, undercure;
- 3, overcure;
- 4, excess moisture.

Lack of nitrite is not always shown in the nitrite determination analysis, as this detects only the uncombined nitrite in the meat and not the nitrite that is actually producing the color. Therefore, analysis for nitrite is often a poor index of the color stability of the meat, as there are probably more reactions than just the reaction of the nitrite with the hemoglobin.

In undercure, acids are formed which cause the fading as they decompose the nitrite.

Instead of just looking at a piece of meat to measure its color, a machine has been developed in the U. S. Department of Agriculture for this purpose. This machine makes use of revolving color discs and makes separate tests for hue, brilliance and chroma or intensity.

Conditions Causing Fading.

There are certain external conditions which have an effect on fading. Daylight has been found to have a strong effect while artificial light has only a considerable effect. Mr. Rupp described some fading studies which were made by the use of artificial light, the meat being inclosed in a case in which humidity and temperature were kept constant.

Other external factors which affect fading are humidity, temperature and oxygen tension. Exposure to light causes a fall in the hue and intensity but not in the brilliance.

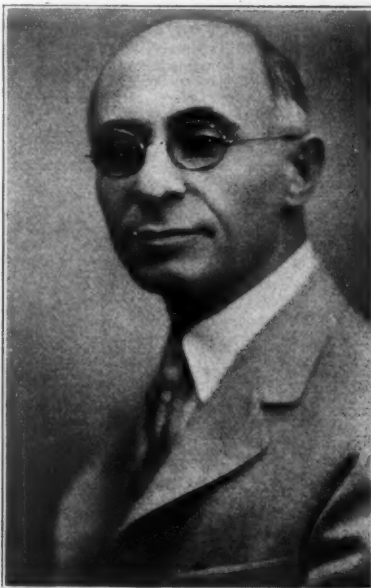
In analyzing hams for nitrite much more will be found on the lean side of the ham than on the fat side. This was shown in analyses of normal boiled hams from several companies. One lot showed 42 parts per million on the lean side and only 7 on the fat. Another showed 4 parts per million on the lean and 2 on the fat side. Still another showed six parts per million on the lean and 1 part on the fat, while a fourth lot showed twenty-seven parts per million on the lean and 17 on the fat.

Sugar Waste in Curing.

In discussing "The Effect of Soaking, Smoking and Cooking on the Distribution of Curing Ingredients in Cured Meats," Dr. W. Lee Lewis, director of the Department of Scientific Research of the Institute, said that most of the curing effects come from the cover pickle, with the effect mostly on the lean rather than the fat of the meat. In a well cooked piece of meat there is no more than a trace of nitrite, he said. Even if it were regarded as objectionable, the quantity remaining is so small as to be negligible.

The amount of curing ingredients in the average smoked ham was found to be 5.2 per cent salt, .76 per cent sugar, 80 parts per million of nitrite, .06 per cent nitrate, and 65 per cent water. Of the ingredients remaining after the process of salting, smoking and baking, salt varies the least, sugar varies a little more, nitrate still more and nitrite by far the greatest owing to the fact that nitrite is decomposed by heat in the smoking and baking processes. After baking there is practically no nitrite left in the meat.

Dr. Lewis explained what the govern-



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ment meant by putting a limit of 200 parts per million on nitrite in meat. This means 200 parts in terms of the average nitrite analysis of the edible portion rather than of the total ham or the lean alone. In the butt of the ham the nitrite often exceeds 200 parts per million and may go to as high as over 300 parts per million, whereas in the center of the ham there may be no more than 30 parts per million.

He showed some tables of tests of the curing ingredients in raw and cooked bacon fat and in the lean portions. There is a great loss of nitrite in the frying, although there is an increase in the other ingredients.

Much sugar is wasted in curing in general practice, he said, because even if the amount of sugar in the pickle is doubled it does not have much effect on the amount of sugar in the meat. In corned beef, for instance, 50 per cent of the sugar is lost in cooking. The point was made that packers in general could economize on sugar, using much less in their cures. Dr. Lewis said that packers use all the way from 10 to 60 lbs. of sugar per 100 gals. of pickle in their cures, while 20 lbs. is about the optimum for pump pickle and 10 to 15 lbs. for cover pickle.

Sausage Analyses More Uniform.

Various brands of sausage were tested for content of curing ingredients, and it was found that sausage runs much more uniform in its analysis than ham and bacon. This is because it is processed more, being ground and a chance given to balance the ingredients, whereas with hams or bacon reliance must be placed on the ingredients soaking in.

The importance of storage at temperatures of say 38 to 40 degs. in canned meats, particularly canned spiced ham, was pointed to by Dr. C. R. Moulton, director of the Department of Nutrition of the Institute in his discussion of "The Control of Spoilage in Cured Meats." Such canned ham has been known to keep as long as two years at these temperatures. On the other hand, at ice box temperatures, which range from 52 to 55 degs., there was more spoilage. At room temperatures the percentage of spoilage in test cans was high. Signs of spoilage other than swelling were found to be considerably greater at ice box temperatures than at 38 to 40 degs.

In controlling spoilage the following remedies were suggested: Keeping down the original bacterial contamination; watching the handling; keeping the temperature low until the product is in the can; and keeping the temperature as near as possible to 48 degs. during the boning out process prior to preparation for canning.

Testing for Nitrite.

Dr. F. C. Vibrans, chief chemist of the Institute's research laboratory at the University of Chicago discussed "Routine Cellular Nitrite Tests in Curing Meats," in the absence of J. C. Blake, who developed the method of making these tests.

This method is one which can be used for testing nitrite in all curing vats with little trouble. It can be done by the cellar man rather than the chemist. It involves the use of a colorimeter which has been especially designed



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Program Chairman, Scientific Section.

for the purpose and will be manufactured by Schaar & Co. according to specifications.

In this colorimeter there is a hollow glass wedge which contains a solution of cobaltus thiocyanate which serves as the standard of color. The machine reads directly in parts per million of nitrite. So far as Dr. Vibrans knew, the color in this standard wedge will last indefinitely under room temperature. The accuracy of the device is said to be greater than is necessary for the purpose intended.

In applying the tests, take 90 cc. of water in the sample bottle. Add by means of a 1/10 cc. pipette the sample of pickle. Rinse the pipette by sucking and blowing in the sample bottle. Then by means of the pipette add 10 cc. alpha naphthylamine solution made up as prescribed by the Association of Official Analytical Chemists, except that it is one-fourth the strength. Then agitate; allow to stand 20 minutes; pour into the colorimeter jar and read the parts per million of nitrite in the pickle. The test should be made in daylight rather than under artificial light.

Factors Influencing Soft Pork.

Objection to the use of soybeans in the feeding of hogs was made by Dr. C. R. Moulton in his discussion of "The Control and Prevention of Soft Pork." He suggested that the industry do all that it can to discourage producers using soybeans in any form whatsoever and in any proportion whatsoever.

The only way to use soy beans without their causing adverse effects is to take them to the mill and have the oil removed and feed the hogs only the meal, this being used as a protein supplement in the ration. But even then some hogs have soft fat. This is believed to be due to their natural dislike for the meal and the fact that they do not eat enough to finish well. In general, the fat of a hog closely resembles the fat fed to him.

There are several things which determine the softness of the fat in a hog besides the feed. Age is a factor—the younger hog has softer fat; the degree of finish, as the underfinished hog is likely to be soft; and the type of hog. Some types do not finish at a good market weight and hence prior to the time they are finished the flesh is soft or flabby. Feed, however, is the most important factor in producing soft pork.

One partial solution of the problem, Dr. Moulton said, was the extraction of the oil from soybeans; another the confining of feeding of soybeans to other classes of livestock on which they do not have the same adverse influence as on hogs, and another to keep hogs out of fields where soybeans have been planted with corn, leaving such fields to be harvested by cattle.

Handling Paunch Manure.

Conversion of sewage into carbon dioxide methane and inoffensive humus was suggested by A. M. Buswell, chief of the Illinois State Water Survey Division, in his discussion of "A New Treatment of Paunch Manure and Screenings." The first method used was oxidation, which is expensive and which involves the drying out of this very dilute sewage, Dr. Buswell said. The conversion into carbon dioxide methane and humus produces as a by-product illuminating gas which can be a source of considerable revenue.

In the tank used by Dr. Buswell for this purpose he has a cylindrical frame covered with a screen. The manure and screenings are fed into this cylinder, which is revolved about 180 degs. from time to time. The purpose of the cylinder is to do away with the retarding effect on the fermentation process which is caused by the formation of a solid cake at the top of the liquid.

This revolving cylinder turns this solid cake around so that it is at the bottom, allowing the fermentation to proceed and disintegrate the cake, which gradually rises to the top and the cylinder is turned over again. The operation of this device requires only one man and a small amount of power.

By-Products from Sludge.

In the conversion of this paunch manure and screenings, the principal action is bacterial. This is retarded if the mass becomes too acid or if a layer of scum is allowed to collect on the top.

Dr. Levine, a research chemist in the water survey division, gave some figures on work being done for the last seven years, the effort being to find some means of using this sludge and manure to obtain a money making by-product instead of just throwing it into the sewer. He said that a plant which kills 3,000 hogs a day could produce 75,000 cu. ft. of gas.

The material from one hog will produce 25 cu. ft. of gas, 12½ cu. ft. is produced per pound of volatile solids and 5.3 cu. ft. of gas can be produced from 1 lb. of volatile solids in the screenings in a 40-day digestion period. An advantageous procedure with the screenings is to mix them with liquid from the sludge digesting tanks, he said.

SECOND SESSION.

Lard and other animal fats occupied the attention of the Saturday morning

session of the Scientific Section, presided over by Dr. J. J. Vollertsen, chief chemist of Armour and Company, with Dr. L. M. Tolman, the program chairman of the section.

In opening the session Dr. Vollertsen said lard has been very much maligned, and that the industry has heard so much about the poor qualities of lard and things it don't do that a great many people in the production end are beginning to believe some of them.

Lard, he said, has a great many inherent qualities that are superior to those of shortenings with which it has to compete. The program of this session of the section was so arranged, therefore, as to bring out some of these qualities and their preservation, as well as means of producing the best product possible from the raw materials available for the purpose.

Dr. L. B. Jensen of the research laboratory of Swift & Company discussed "The Importance of Sanitation in Handling Lard." In practice, lard and vegetable fats have not received adequate attention from the standpoint of germ spoilage, because fats never show sudden or dramatic changes brought about as a result of such spoilage. Consequently yeasts and molds have not been regarded as of much importance in the keeping qualities of fats.

Types of Fat Spoilage.

There are three types of fat spoilage, Dr. Jensen said:

1. Chemical change wrought by oxygen;
2. Enzym action present in the native tissue of the hog;
3. Microorganisms, yeasts, molds and bacteria, none of which are food poisons and therefore do not cause pathological changes.

Killing fats, he said, have very little free fatty acid; cutting fats have a little more, while pickle fats have much more, which are the result of time changes.

He urged scrupulous cleanliness of everything with which fats come in contact to avoid the inroads of bacteria and spoilage later in the lard. He showed how rapidly bacteria multiply once they get in. He also showed, aside from the spoilage action of bacteria in the development of rancidity, their harmlessness.

On the completion of Dr. Jensen's paper Dr. Vollertsen pointed to the somewhat different point of view he had given of the causes of deterioration in fats other than those commonly accepted. The work he has done indicates how very important is careful preparation of fats. This is true of all food products, but this invisible kingdom that is so often forgotten is continually working, often disadvantageously.

Stability of Lard.

Dr. F. C. Vibrans, chief research chemist, Research Laboratory of the Institute Founded by Thomas E. Wilson at the University of Chicago, talked on "The Stability of Lard as a Problem of Plant Control." He said that when we consider quality we are prone to over-emphasize the thing we can see and neglect the things which are invisible.

The keeping quality of lard is such

an attribute. Too few manufacturers take into consideration the keeping quality of the lard they make. He pointed to the value of uniformity in lards at all times and urged that given grades of lard should be of the same standard and quality regardless of the part of country in which they are made or the manufacturer.

Since stability is such an important factor in judging lard quality, much of the work done in the Institute's research laboratory has had to do with the keeping quality of the product and methods used of judging or determining this.

Dr. Vibrans described in detail the methods used for testing the stability of lard, many samples being procured on the open market for making these tests.

The best keeping lard, he said, is made from fresh killing fats rendered at once. It is desirable that fats be worked up as quickly as possible. If not, they should be chilled and held at low temperature until they can be used.

Points in Quality Production.

If the fat is rendered while it is still hot the lard should not be exposed to air any more than necessary. It was suggested that bleaching of lard be cut to a minimum. The practice of blending S. P. lard with lard from fresh fats was regarded as objectionable. Where this must be done, both should be rendered separately and then mixed.

In his paper Dr. Vibrans called attention to the value of stability in judging the quality of lard; mentioned three accelerated methods for determining stability and presented data illustrating the way these methods can be correlated. He showed how accelerated tests can be used to advantage in the various plants.

Miss Jennie Fisher, research chemist in the Institute Research Laboratory, reported on tests made on the shortening value of lard. She described her methods in making these tests over a period of time, her results, and presented much valuable information as the outcome of her work.

Dr. Moulton discussed *"The Nutritive Value of Animal Fats and the Place of Lard and Margarine in the Diet."* He said that research has shown that lard has other functions than merely furnishing calories in the diet; that it contains linoleic acid which is essential for proper nutrition.

Margarine a Good Food.

Margarine made from animal fat, particularly oleo oil and neutral lard, contained as much vitamin A and more vitamin D than a good grade of butter, according to studies made by biological chemists of the staff of the University of Chicago. While oleo oil is believed to be the chief source of these vitamins, neutral lard also contains some vitamin A and vitamin D. More investigation is needed to show whether more of our lards do not contain an appreciable amount of the vitamins.

The practical handling of lard after it has been made to get best results was discussed by Henry D. Tefft, director of the Department of Packinghouse Practice and Research of the Institute in his paper on *"Storage of Lard."* There is nothing in the packing plant

that requires more conscientious attention to details than the successful storage of lard, he said. The essential points are so well known that it seemed hardly necessary to review them, but unless they are all scrupulously observed, lard taken from storage will not be satisfactory.

It is perfectly possible to store lard, he said, so it will retain its color and sweetness. It may be stored in either tierces or tanks, and storage specifications apply to both methods, but especially to the storage of lard in tanks. Poor results in the latter case are more serious if specifications are not observed owing to the danger of spoiling larger quantities of lard at one time.

Essentials for Proper Storage.

Essential specifications for good results are:

1. Lard must be free from moisture and impurities before storage.
2. It must be of prime flavor and color.
3. It must be of proper temperature when filled into the tierces or tanks.
4. Storage tanks and tierces must be clean.
5. Lard must be protected from moisture during the storage period.
6. Storage must be under proper temperature conditions.
7. Lard must not be reheated rapidly.
8. Storage tanks must be of convenient size and proper design.
9. Excessive separation of stearine and oil must be prevented.

Of all of these the most important point in storage of lard is that requiring it to be free from moisture and impurities. Steam rendered lard should be taken from a tank that has been fully settled. Lard suitable for storage will remain clear in glass at a temperature comfortable to the touch of the hand. This indicates that the moisture is out of the lard.

Mr. Tefft also discussed the detail of good practice in connection with each

of the nine points made for good results in the storage of lard and pointed out again that "successful storage of lard is the application of well known principles and scrupulous observance of them."

Sales and Advertising

The consumer is a monarch with the promise of a long reign, salesmen and advertising executives unanimously concluded in their sectional meeting at 2 o'clock Friday afternoon.

Why is the consumer king? Because the consumer determines how goods shall be distributed, at what price, and in what quantities, where and when, said W. J. Donald of the James O. McKinsey Company, Chicago.

Meat packers, wholesalers and retail distributors may think they determine business policies of distribution, but this is a fallacious and misleading opinion—the attitude of the consumer determines policy, first, last and always.

Another fallacy of business thinking, applicable to meat packing as well as to other industries, is that costs determine values, Mr. Donald pointed out. "You packers do not sell costs, you sell values," he declared. Utilities of goods are determined through their values as to place, time and possession. This is the economic justification for marketing activities.

Need for Profit Mindedness.

Manufacturer, wholesaler and retailer create utilities for their products. When these utilities have a value, distribution takes place. In considering the law of diminishing returns or cost of getting that last 10 per cent of business, Mr. Donald said this leads to an epidemic of volume mindedness, rather than profit mindedness—which the meat packer needs more and more to consider.

In discussing the period of business through which industry has been passing, Mr. Donald said the only hope for recovery, in his opinion, is that when all the different commodity price levels get back into balance, the welfare of society, which has been temporarily set back, will continue to progress. In this period of getting commodity prices back into balance, industrial executives' paramount considerations must be:

1. Diminishing returns.
2. Consumer wants.
3. Effect of substitution.
4. The consumer is king and that he determines values, and costs in the long run are derived from values.

Four major problems confront the executive who trains sales groups, said E. B. Thurman, manager, Chicago Branch of the New England Mutual Life Insurance Co., speaking on *"The Training and Development of Salesmen."* These are:

1. Selection
2. Education
3. Training
4. Supervision

"Good managers inspire salesmen with zest by making the training interesting and applicable to their every-



DR. C. ROBERT MOULTON
Director, Institute Department of
Nutrition.
Speaker at Scientific Section.



R. H. GIFFORD
(Swift & Company, Chicago, Ill.)
Presiding Chairman, Sales and Advertising Section.

day problems of selling. It is especially important that the salesman does not regard what he is taught as mere theory," said Mr. Thurman.

Training Follows Teaching.

Training of salesmen is necessary after the man has been taught. Many salesmen in and out of the meat packing industry mistake telling for training. Each salesman should be known individually by his manager. "The chief executive should have personal knowledge of the capacity, limitations, equipment, courage, endurance and sincerity of every aide upon whom he depends directly."

Ideals of a five-pointed star salesman should be:

1. Satisfaction with his compensation
2. Mental ability and alertness
3. Perfect physical condition
4. Emotive fellow feeling
5. Spiritual vision

"The salesman must train his



D. J. DONOHUE
(Vice President Cudahy Packing Co.)
Program Chairman, Sales and Advertising Section.

men for self-mastery. Nowhere in the field of training and developing salesmen," said Mr. Thurman, "is there a more apparent need than 'Time Control.' The chief difference between salesmen lies in the varying degrees of capacities for sustained effort. To train a man in the intelligent use of his time and then motivate him into sustained effort is at once the most difficult and the most intriguing phase of sales training work."

Customer's Viewpoint Paramount.

The chief factor in successful selling, from the standpoint of a large manufacturer and distributor selling through its own retail outlets, is a recognition of the customer's viewpoint. This was the opinion of Joseph Givner, general sales manager of the retail store of Sears, Roebuck & Co., who spoke on "Factors of Successful Selling." To know the customer's viewpoint is to keep up with the changes of living which affect him.

One of the changing trends of the present day is speeding service in retail store selling. The successful store must be equipped to serve the customer when she wants it, in the manner she wants it and at the price she wants to pay.

Mr. Givner discounted the theory of extensive advertising to dealers by manufacturers. In his opinion the personal selling job in the retail store is such a rapid process that the retail dealer could not possibly go into the detail of pushing a certain product through sales talks or presentations such as manufacturers suggest the dealer and his aides use.

Importance of displays, packages and telephones figure in the success of retail store merchandising. Mr. Givner expressed the opinion that meat packers would make their products more acceptable to the consumer by including recipes, by telling her how odds and ends of packages might be used and the costs of making up certain dishes.

Packers Need More Advertising.

Bringing in the woman's viewpoint at point of manufacture has been a notable stimulant to sales in Mr. Givner's company.

Attention of "the monarch"—the consumer—may best be gained through advertising. D. F. Kelly, president The Fair Store, Chicago, told the sales and advertising men. "Do more advertising," he said in his address on "Successful Selling as Viewed by the Head of a Large Department Store."

Mr. Kelly suggested to meat packers a more accurate study of the media in their field. He advised that they decide which medium is best for them to use and then use that medium. The old idea on the part of a packer of fear that if he uses one newspaper or one medium in a community, he must use all mediums in that community was thoroughly discounted by Mr. Kelly. No paper today is going to attack a packer because that packer finds his greatest market is one that a certain paper reaches and that other papers do not reach.

Quality Must Not Be Lowered.

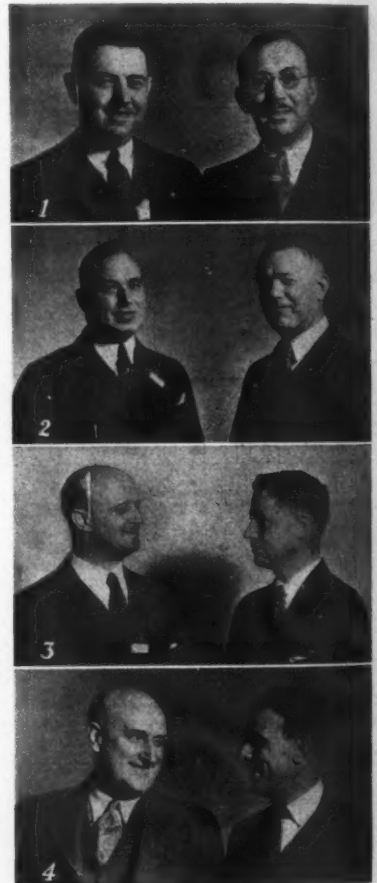
"Merchants are rapidly recognizing the fact that if they would continue in business they must maintain a high

standard of quality and stop selling cheap merchandise, much of which is sold at a loss and is usually unsatisfactory."

Serious warning against reducing the unit of sale was sounded by Mr. Kelly. The point today is to devise ways to increase the unit of sale materially instead of competition which strives at low prices and cheap quality.

Sacrifice of quality for the sake of price, Mr. Kelly emphasized, is not a factor making for profit even in this era of keen competition. He was of the opinion that the psychological effect on the mind of a buyer that because something is cheaper than he expected to find it, means that somewhere in the process of producing this product the factor of quality has been neglected.

The meeting was presided over by R. H. Gifford, branch house sales manager, Swift & Company, chairman, and D. J. Donohue, vice president, Cudahy Packing Co., program chairman.



PEPPY PACKER ASSOCIATES.

1. Joe Gubbins of Paterson Parchment Paper Co. and Jack Wesley of Rhineland Paper Co. have been comrades since 1917.
2. Ernest Manns, superintendent for John Morrell & Co. at Ottumwa, Iowa, and A. O. Lundell of the Albright-Nell Co. talk over processing matters.
3. J. C. Mellon and C. B. Upton of the French Oil Mill Machinery Co. team up on packers refining problems.
4. Like old times to greet C. B. Heilmann, now traffic manager of the Kansas City Stock Yards Co., and H. L. Sparks, St. Louis hog buying expert.

Exhibits Point Way to Lower Costs and More Efficient Merchandising

The exhibit of packinghouse machinery, equipment, supplies and wrapping and packaging accessories at the convention was very complete and attracted a great deal of interest. So far as equipment was concerned emphasis was placed on machines and devices to reduce overhead and production costs, eliminate waste and improve quality, a number of new devices being displayed.

The exhibits were in the Tower Room and French Room adjoining the convention hall in the Drake Hotel and convenient to registration and reception headquarters. In addition to the exhibits in these rooms, a number of manufacturers and dealers of equipment and supplies maintained headquarters in hotel rooms where samples and literature, photographs of equipment, etc., were on display.

Many of the exhibitors commented this year on the interest shown by the delegates in both equipment and merchandising aids. This they interpreted as forecasting a greater striving toward better efficiency in plant operations and merchandising. New machines and appliances, wrapping and packaging materials, and improved devices and materials were all the subject of careful study by interested packers during the hours the exhibits were open. More and more, it appears, packers are coming to appreciate the advantages manufacturers and dealers are offering them in bringing the latest packinghouse aids to the convention for their observation and study.

Harry L. Osman, director of the department of Packinghouse Purchasing Practice of the Institute of American Meat Packers, had charge of the exhibits, and handled the job in his usual efficient manner. The exhibitors are also to be congratulated for the very attractive displays staged. They represented a large investment and were a splendid contribution to the interest and value of the convention.

For those unable to attend the convention and those who did visit all of the booths and inspect all of the equipment, appliances and supplies on display the following synopsis of the various displays is given:

Cincinnati Butchers' Supply Corp., Cincinnati and Chicago.—A number of new items of Boss equipment were shown in a large booth at one end of

the exhibit hall. Some of this equipment, including a full sized hog dehairer, was especially prepared for the convention, being painted with aluminum paint. Spotlights were installed to bring out all details of construction. Included in this booth were the new No. 120 hog dehairer with a capacity of 150 to 200 hogs per hour, a No. 70 silent cutter, a model of a cast iron scalding tub equipped with a Sylphon water circulator, C-B cooler doors and a lard gyrator.

The new dehairer was a center of interest. This machine is similar in general design to other models produced by the company except that it is equipped with a second beater shaft, increasing capacity and lowering dehairing costs. This machine, equipped with power means for handling hogs in and out, was in operation during the hours the display was open. Seven representatives of the company were in attendance, including Oscar C. Schmidt, treasurer; John Dupps, sr., vice president and John Dupps, jr., vice president; A. B. Lloyd, William Sweet, L. Rosenberg and C. J. Pickens.

French Oil Mill Machinery Co., Piqua, O.—An interesting feature of this display was samples of product produced in the vertical cookers and pressed in the curb presses manufactured by this company. Hog hair, containing 13.09 per cent nitrogen and 15.96 per cent available ammonia, broken down in the French cooker, was a center of attraction. Several packers expressed the opinion that handling hair in this manner might solve the problem of disposing of this by-product.

The hair, it was explained, is broken down and dried in the vertical cooker manufactured by the company, no other operations being performed on it. Other products on display, produced in French equipment, included hide fleshings, dried blood, broken down coney, dry rendered lard and edible and inedible cake. Large photographs of the equipment manufactured by the company adorned the walls of the booth. C. B. Upton and Joe Mellon were in charge.

Louis Allis Co., Milwaukee, Wis.—This company had on display but one product—a splash proof motor. The ability of this motor to continue operation under the worst possible moisture conditions was demonstrated in a most convincing manner. A waterproof booth had been constructed and the motor, in operation, rested on a table where a stream of high pressure water was directed against it. Although this stream played on the motor during the entire time the exhibits were open it showed no signs of damage or faltering when the convention closed. The booth was in charge of L. F. Keely and R. R. Newquist.

Specialty Manufacturer's Sales Co., Chicago, Ill.—Packers and sausage manufacturers found much of interest in this booth, where there was a very attractive display of sausage grinder knives and plates. Particular care had been taken to arrange the display so

that the various designs of knives and plates would be set off most effectively. Features of this display were the Triumph plate with its guarantee of 12 years useful life, C. D. reversible plates, both sides of which can be used and O. K. Knives with changeable blades with two cutting edges.

The improvements in plate design whereby grinder capacity can be increased and costs reduced was clearly illustrated by a display of old and new type plates. In the new style the effective cutting diameter of the plates has been considerably increased, with, of course, a corresponding increase in the number of holes.

A roller bearing stud also came in for an unusual amount of attention, as did also an oversized worm for use in worn cylinders. The various uses to which the modern grinder can be put was illustrated by plates with only three holes to those with as many as 3,800 holes. In attendance at this booth were Charles Dieckmann, the Old Timer, J. L. Sherman, and Dick Ganzhorn.

Griffith Laboratories, Chicago, Ill.—The interest created by the National Live Stock and Meat Board in new methods of cutting pork, particularly ways to make pork rolls out of the heavier hams, brought many packers to this booth to see the company's meat stringing machine on display there. This machine, it was explained, simplifies and cheapens the process of rolling and tying meats and sausages, as well as making a better appearing job. The machine is speedy and simple in operation and will handle meats 10 in. thick and 15 in. long, or a piece as small as 2 in. thick with the same efficiency.

The popular "Big Boy" pickle pump was also on display and in operation. One of the features of this device is the method of control whereby the amount of pickle deposited in the meat at each stroke is accurately measured. An advantage of this pump is that several outlets may be attached making it valuable for either the large or small plant. New ham needles with comparatively small diameter were also shown.

One of the newer devices shown at this booth was the new air circulator manufactured by this company. This is an angle iron frame covered with wire mesh in which is mounted a motor and fan. The machine is designed to be used in sausage kitchens for drying product and in other places throughout the plant where a current of air is desired or where bad moisture conditions exist. The dryer is built low and fitted with casters so that it can be run under sausage cages. It may also be stood on end to direct air in a horizontal plane or hung on the wall or ceiling. Those in attendance at the booth were E. L. Griffith, president; F. W. Griffith, W. B. McCreary, W. E. Anderson, C. A. Wood and S. E. Stahan.

Seaslic, Inc., Chicago, Ill.—Packers and sausage makers seeking information on sausage making and seasoning found much of value at this booth. Here experts were on hand to advise on how to get distinct flavors in meat products.

On display were the two popular products of the company—garlic juice and onion juice—as well as a full line

of spices, seasonings and appliances for the sausage kitchen, including sausage molds. Louis Serody had charge of this booth, but members of the Griffith Laboratories organization, whose booth adjoined that of Sealsie, were at the disposal of inquiring packers and sausage makers.

Exact Weight Scale Co., Columbus, O.—Scales for many meat plant weighing operations were shown in this booth, in all of which the Exact Weight principle is used. A feature of these scales is the short lever drop and speed indication. The various designs for particular operations, such as bacon weighing, packaged lard weighing, etc., make it possible for the packer to choose scales that have been developed to speed up any packaging operations. A feature of the scales on display was their beautiful finish and very attractive designs. This company makes "Over and Under scales" in capacities to weigh an ounce or 200 lbs. Wm. A. Schuerer, Chicago district manager, was in attendance.

Drehmann Paving & Construction Co., Philadelphia, Pa.—The popular meat plant flooring material "Duratyle" was featured in this booth. This tile resists hard wear, water, acids and greases and has other features that recommend it for uses in many packinghouse departments. One of these is the ease with which repairs are made. When broken or work spots appear it is only necessary to remove a few tiles and replace them, an operation that is easily and quickly done by even inexperienced workers. Literature descriptive of Duratyle was distributed. Large photographs of meat plant departments floored with Duratyle were displayed. The booth was in charge of A. F. Schoeppe.

Everhot Manufacturing Co., Maywood, Ill.—The packer who is particular about the appearance his product makes in the retail store wants a brand that is clear and distinct and that will not smear easily. The Everhot company has designed a brander to fit this need. It is an ink-electric brander with temperature regulation so that just the right amount of heat is supplied to dry the ink but not so much that fats will be melted. This feature of heat regulation makes this brander suitable for practically all branding operations.

This electric brander in a variety of sizes and styles was on display. Literature describing the device and giving hints on meat branding was available for all who desired it. A carcass brander was also shown. A. L. Flotow and I. Benes were in attendance at this exhibit.

Michigan Alkali Co., Wyandotte, Mich.—Solid carbon dioxide is coming into rather wide use as a refrigerant in the meat industry, particularly since better methods for using it in trucks and for shipping purposes have been devised. Blocks of this refrigerant on constant display at this booth attracted considerable attention. There was much discussion by packer visitors regarding its possibilities in meat shipping, particularly in trucks. The consensus seemed to be that its use will increase and that with proper methods it is an economical, efficient means for keeping meats in prime condition from the time they leave the plant until they arrive at their destination. Literature de-

scribing the product and its uses for refrigerating meats were passed out. In attendance at this booth were Louis Chamberlain, H. Mc. Andrew and J. H. Kelly.

Sander Manufacturing Co., Newark, N. J.—Here one of the Sander compound grinders was on display. The feature of this machine is two plates, the first of which contains large holes and the second the regular number of holes for the particular product that is being put through the machine. Other details consist of roller bearings, safety feeding device and a hollow worm. J. W. Kautzman, president of the company, was on hand to describe the features of the grinder to visitors at the booth.

Du Pont Cellophane Co., New York City.—A display of packaged food, divided into three sections, was the interesting and outstanding presentation of this company. One section of the exhibit displayed the various packages of smoked meats wrapped in Cellophane, the second section, developments in the packaging of many other food products and the third, perhaps most striking to packers, was the packaging of new pork cuts as they have been originated and introduced through a recent campaign of the National Livestock and Meat Board. New pork cuts were displayed as they might be found in the retail store, wrapped in Cellophane.

Use of colored cellophane was also demonstrated in the exhibit, showing how the color of the wrapper in some instances enhances the natural attractiveness of the product and thereby makes it more salable. Representatives of the company who attended the convention were O. F. Benz, B. C. Robbins, W. J. Harte and R. J. Crowley.

Millprint Products Co., Milwaukee, Wis.—Two refrigerated cases displaying many meat products, wrapped in Cellophane and printed with the manufacturer's label or trade mark was the outstanding feature of this exhibit. An improved package for bacon "The Protecto Pack" was exhibited to booth visitors. This package has been designed to supply a substantial, sealed, visible bacon package. The package has a cardboard reinforcement on the back, upon which recipes are printed. A similar package "the econo pork sausage unit" for pork sausage and frankfurters was also displayed.

The display was in charge of R. E. Hanson. Other representatives were Shy Rosen, Russell Faulkner, Phil Cappel, Carl Evans, Nate Smith.

The Visking Corporation, Chicago.—The predominant feature of this exhibit stressed the need for merchandising of packinghouse products. The various products displayed emphasized the need for merchandising and the representatives who met booth visitors went on to explain the need today for manufacturer, wholesaler, retailer, cooperation in this process of distributing meat and meat products. During the past year the Visking Corporation has been stressing the "Taste-It" plan. This plan enlists packer-dealer cooperation, and is a plan of store sampling. Meat dealers who have used the sampling form of merchandising in their store have found it a valuable aid in selling ready prepared meat products.

A new application of the company's

products was shown in a display of Canadian bacon and smoked butts in Visking casings. These products are stuffed into the casing by a Power Butt Stuffer, either hand or machine operated. This machine was also a feature of the display.

Summer sausage in one-pound size casings was shown in dealer display cartons. These products have been designed to sell by the piece instead of by weight, and have proven an item which dealers have especially used as week-end specials. The exhibit was in charge of Howard R. Medici and Julius Lipton.

Morris Paper Mills, Chicago, Ill.—The newest trend in cartons in the meat packing industry said R. C. Denton is the tendency toward smaller display backs. This has come about through an effort of the manufacturer to cooperate with dealer to simplify the carton without sacrificing the attractiveness and to make more definitely toward emphasizing personality in the process of packaging. The trend toward development of personality and individuality in packaging is being brought about through the use of colors, appealing most strongly to women and through the use of modernistic design. "Cartons—one of the strongest merchandising aids for meat products—should be created for the packer and not just made," said Mr. Denton. Vice president Paul Walker was also meeting and greeting friends at the company's booth.

Shellmar Products Co., Chicago.—This year's display exhibited only packages of definite design and new application. The display was unique in a three-sided large metal display counter, refrigerated with dry ice which permitted the open display of many products wrapped in Cellophane and printed with the manufacturer's labels and trade marks.

One of the newer developments in packaging is wet wrapping process of picnics, butts and bacon squares. This process consists of placing a sheet of Cellophane on three layers of wet duck cloth, then pull product on Cellophane and wrapping. When the dampness leaves the Cellophane it shrinks, making the wrapping conform to the product smoothly and eliminating wrinkles. The particular packages exhibited in connection with this new wrapping process were Oscar Mayer's products wrapped in tango Cellophane. Company representatives attending the convention were B. W. Martin, president; J. H. Huse, C. C. Williams and T. W. Koch.

Vogt Processes, Inc., Louisville, Ky.—Presented the new "Votator," a closed machine system for chilling lard. The exhibitors declared the machine to be the only one on the market that can chill lard out of contact with the atmosphere. Lard cooled by the machine is confined in a closed system all the way through a machine where air is completely eliminated and the product protected from moisture impurities. Air in the process of chilling lard has been considered the chief whitening element. Whitening in the votator process of chilling lard comes about through substitution of another gas such as nitrogen into the confined lard which gives the same whitening effect.

All metals coming in contact with the

product confined within the machine are stainless steel. The refrigerator system used with the votator is entirely enclosed. It eliminates radiation losses and affects substantial economies in refrigeration. The machine is made in several sizes with capacities varying from 1,500 to 8,000 lbs. per hour. The company was represented by L. L. Dawson and E. H. Courtenay.

Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.—In addition to parchment wrappings for meat products the Kalamazoo company featured a new fiber box which it is recommending for lard instead of the 65-lb. wooden tub. The carton has a K. V. P. lard liner and is considered a satisfactory improvement over the old wooden container. One advantage of the new carton is the fact that the carton is easily obtainable and it is necessary for the packer to anticipate his needs only thirty days in advance. The Kalamazoo Company is working with the fiber board manufacturers in development of this box in the meat packing field.

Christmas wrappings—parchment wrapping printed in colorful Christmas designs—were also featured by the exhibitor. The display was set with a background of a large original oil painting of a real paper mill in which parchment paper is made. The "Meat Builds Energy" dealer cards were also shown in the exhibit. The company was represented by D. J. Kennedy.

Continental Electric Motor, Newark, N. J.—Displayed its motors specially designed for packing houses. These motors are designed in a drip-proof frame with caged type of bearing mountings and all motors may be had in all current characteristics. These motors are applied in any branch or department of the packing house where motor equipment may be applied.

Another feature of the exhibit was the geared-head units for special speed reductions. The exhibit was in charge of A. A. Hess.

Diamond Crystal Salt Co., New York, N. Y.—Used samples to display the various grades of salt used in curing meat products. Consumer packages were made into an island display as one feature of the exhibit. Large sacks, 140 lb. were exhibited. The company was represented by C. C. Van Dyne.

United Cork Companies, Lyndhurst, N. Y.—Made a special feature of crescent sectional cork pipe covering for brine and ammonia lines as well as crescent moulded cork covers for all types of fittings. Samples of the 100 per cent United pure corkboard were displayed with specific instructions as to the various uses of each type of product. Crescent pure cork tile for quiet and resilient floors and special acoustical cork were also featured. A new booklet, "Save 80c out of every dollar," dealing with savings in refrigeration were given to visitors at the exhibit. The company was represented by Edwin J. Ward, Edwin C. Ward and George E. Carl.

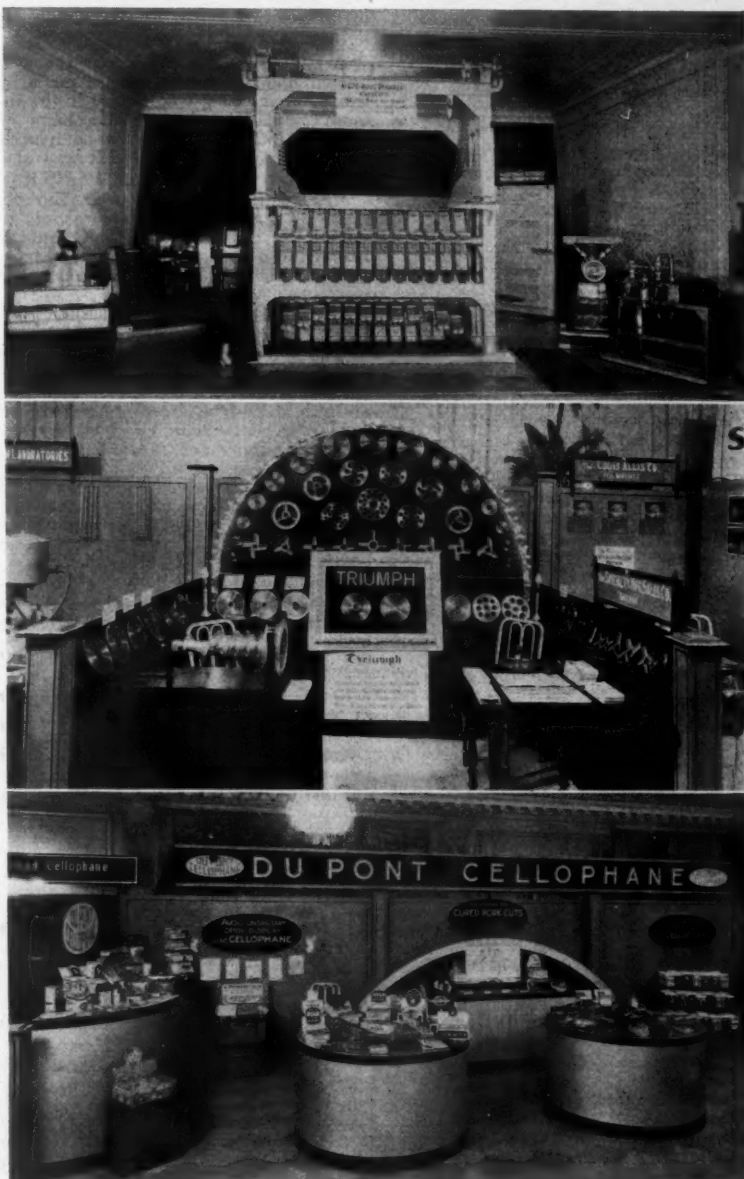
William J. Stange Co., Chicago.—Featured a miniature apparatus showing the process of extraction of oils from spice. Dry essence of natural spices were exhibited in a wall display of glass containers showing the state of the product in each of its various stages of extraction. Certified food coolers were also displayed, and meat products in General Electric and Federal refriger-

ated display cases. President William J. Stange, vice president H. E. Allen and Miss Zola M. Good met visitors at the exhibit and explained the various processes of oil and spice extraction.

Fabreeka Belting Co., Boston, Mass.—Exhibited samples of belting applicable to use in the packing house. James F. Dunne in charge of the booth explained that this belting is a fine, high-grade cotton fibre, tightly twisted and closely woven. Each layer of fabric is treated with a special compound and the required number of layers, to a

predetermined thickness, are fused together under high pressure into a dense, uniform material 48 in. wide and of convenient length. Each layer is of full length and without joints. The number of layers or plies used determines thickness or weight of the finished belt. Pliability, edges, stretching qualities, no shrinkage, moisture resistance, efficiency, uniformity, salvage value, etc., were stressed by literature given out by explanation of company representatives.

Fabreeka Channel Belts were also



TYPICAL EXHIBITS AT THE PACKERS' CONVENTION.

MACHINERY—Exhibit of the Cincinnati Butchers' Supply Corp., showing in the center their new Boss grate dehairer with a capacity of from 150-200 hogs per hour. The first time a full-size dehairer was ever shown at a packers' exhibition.

EQUIPMENT—Exhibit of the Specialty Manufacturers' Sales Co., showing latest types of plates for sausage machines. This is an important factor in quality sausage production.

SUPPLIES—Exhibit of the Du Pont Cellophane Co., illustrating the trend in packaging meat products, with a display of packaged foods at the left, some of which are the "new competition" for meat. This exhibit attracted every meat man because of its practical character. In the center, rear, is a display of the new methods of cutting cured pork, the cuts being wrapped in Cellophane.

featured by the exhibitors. Vice President William P. Brennan and Fred A. Hoffmann were representing the company at the convention.

Hanley Co., Inc., New York, N. Y.—Featured samples of bricks for non skid floors for packing houses. The idea of eliminating the possibility of injuries and lost time accidents due to slippery killing room floors was particularly emphasized in the exhibit. President W. L. Hanley attended the convention.

Berlanger Fan & Blower Co., Detroit, Mich.—Here was a display of air plane propeller-type fans for ventilation and to be used in coolers, chill rooms, curing cellars, etc., of the packing house. These fans may be designed or built for any special heating, ventilating or air conditioning purposes in the packing plant. I. J. Berlanger represented the company in the exhibit booth.

Fulton Asphalt Co., Chicago.—Presented a display of samples of Continental High Pressure Asphalt tiles for ideal flooring for packing houses. J. C. Schmidt, jr., explained to booth visitors that these tiles are made under a hydraulic pressure of 6,000 lbs. per square inch.

Allbright-Nell Co., Chicago, Ill.—A number of new machines attracted much attention at this booth. Among those worthy of particular mention was a casing slime crusher and a bacon skinner. The former machine has been designed to break loose the slime from the inside of the casing and thus do away with the necessity for fermentation. Through its use, it was explained, casings can be cleaned the same day the animal is killed.

The principle of the device is simple, the operation being performed by feeding the casing between two smooth, metal rollers revolving in opposite direction. The pressure of these rolls breaks down the slime permitting its easy removal.

The bacon skinning machine is motor driven and is designed to handle with equal efficiency either the largest or smallest bellies and any thickness of skin. Average production is placed at 500 bellies per hour.

A ribbing knife of improved designed also attracted considerable attention. The shape has been changed to give better yields and the grips have been redesigned to cause less fatigue to the workman.

Other equipment on display at this booth was a model of a revolving smokehouse, a Harrington lard filler, and one of the company's large capacity bacon slicers. At this booth were W. B. Allbright, N. J. Allbright, J. G. Allbright, Dr. A. O. Lundell, J. E. Castino, A. E. Kaeslin, C. E. Genung, H. A. Scherer, W. D. Broughton and E. D. Skinner.

Automatic Linker, Inc., New York City.—Illness of Henry Cohn, president of this company and his inability to be present at the convention was a source of regret to many of his friends in the industry and upset the plans made to have an Automatic Linker in operation. Displayed in this booth were the company's bacon molds, new types of metal smokesticks and a recently-developed ham retainer possessing some novel features.

This retainer is automatically adjustable for a ham of any size. It can also be used for meat loaves of various

sizes, or, if desired, can be used with partitions to produce at one cooking a number of loaves of different sizes. A feature of the new smokestick is an arrangement whereby the stick can be adjusted to sausages of different sizes. J. L. Wilde was on hand to explain these new devices to visitors at the booth.

Fred C. Cahn, (The Adler Co.), Chicago, Ill.—This was one of the most attractively decorated booths at the convention. The theme was "The handwriting on the wall." The background was royal purple metal foil on which in large white script appeared the signature of Fred C. Cahn.

Exhibited at this booth was the well known line of knitted fabrics made by this company and widely used in the industry, including stockinette bags of all kinds, pudding nets. The company's well known metal smokestick was also shown.

Mr. Cahn, who has been in Europe, broke all transatlantic speed records to attend the convention, crossing on the Bremen in 4 days, 16 hours and 43 minutes. Assisting him at the display was Bob Rosenthal.

Crerar Adams & Co., Chicago, Ill.—In this booth was displayed a full line of mill supplies for the meat packing plant and tool of all kinds required by plant mechanics, maintenance men and millwrights. The line of mechanical rubber goods, including hog scraper belts and rubber and fabric hose for all purposes was especially complete. One device that attracted considerable attention was a hose clamping machine for which there is considerable use in the meat plant. In attendance at this booth were E. C. Poehler, Irving E. Poehler and J. M. Temple.

Oscar Mayer & Co., Madison, Wis.—Working models of swinging, folding and sliding cooler doors operated by Air Lee were on display here. This cooler door operating device has become well known in the industry for the savings in labor and refrigeration it makes possible. It automatically opens a door from either side simply by pulling a cord which opens a valve and applies air pressure. Closing from the other side is by a similar operation. The workings of the device were explained by R. G. Reynoldson and M. J. Pomerance.

John E. Smith Sons Co., Buffalo, N. Y.—Only one machine was displayed at this booth, but it attracted a great deal of attention and interest. It was one of the new self-emptying silent cutters recently placed on the market by this company, a beautifully-machined job.

In this machine the bowl is emptied by raising a plug in the center and lowering a plow, the meat automatically being delivered into a truck or container under the bowl. This feature, it is said, speeds up operations considerably. The new machine was explained to visitors at the booth by Walter Richter and A. B. Chase.

Sausage Manufacturers Supply Co., Milwaukee, Wis.—Seasonings for the sausage kitchen in large array were displayed at this booth, together with ham and loaf molds manufactured by the company. Walter Frank, Milwaukee sausage maker and an authority on sausage making, was on hand to advise packers and sausage makers seeking information on ways to produce better

quality or how to manufacture new products.

Myles Salt Co., New Orleans.—In this booth was featured Myles salt with an analysis as follows: Sodium chloride, 99.86 per cent; calcium sulphate, 14 per cent; impurities, none. Salt for hide cellar use and for brine making were also displayed. E. P. Wade, Chicago representative, was in charge.

J. W. Hubbard Co., Chicago, Ill.—This company had no booth, but in one of the hotel rooms were many photos of various machines and devices in the rapidly-expanding line of this company, all characterized by advanced design and construction. Among the company's new machines are an improved curb press, to be announced to the industry soon, and a new dry melter. Among the features of this latter machine is direct motor drive through a herring bone speed reducer, and the use of six bolts in the bracket attaching the scraper arms to the shaft. Models of folding bacon molds were on display. Hog scrapers, trucks of various sizes and designs, traveling tables, overhead rail equipment, etc., manufactured in the Hubbard plant were also illustrated. These new devices were shown and explained by J. W. Hubbard.

PRETZEL BENDERS PARADE.

One of the delightful unofficial side-lights of the convention was that presented by Carr Sherman of H. P. Smith Paper Co., who, with John Wesley of Rhinelander Paper Co., occupied a joint suite at the Drake. Carr conceived the happy idea of offering his friends a regular old time "free lunch" with, of course, that which makes free lunch so delicious.

In they trooped from the meeting halls,
Their appetites a-whet;
Score on score of conventioners—
They'd heard the board was set.
No chairs were needed; they just walked round,
And speared off a chunk of repast;
And their eyes welled up with a briny tear
As they again lived the dear dead past.
Hormel and Cashman were first at the plate,
And they forked them a yard of cheese;
Then came Talley of Dold to bat,
Wading in ham to their knees.
Decker and Duffield smiled each to each,
Glad that they'd come to town;
With a liver on rye in their good strong mitts,
And something to wash it down.
Hunter grabbed him a keen-edged blade,
And laid the salami low;
And Mayer speared with unerring aim
As the slices slid in a row.
As his foes bore down on the vengeful Turk,
There came with a lustful eye
A pair who marched through the munching mob—
"Twas Jack and Papa Krey.
Armstrong was talking to Turner,
Waving a pretzel on high;
A kosher pickle was William's choice,
While Foote made the mustard fly.
Brickman was there with his trusty fork,
And crackers filled Rube Rath's ears;
Elmstrom and Koenig said "Make mine light,"
As they rolled back the fleeting years.
A pretzel, a pickle, a hunk of ham
Churned fast in McMillan jaws,
And Sinclair whittled a slab of Swiss
With divil a word or pause!
In they trooped from the meeting halls,
Their appetites all a-whet;
And if the convention was still in swing
They'd probably be there yet!

Turning the Minus into a Plus

This is no time for crepe-hanging.

Convention atmosphere and convention behavior showed that packers are putting the best foot forward—and hoping it won't get stepped on.

Most of the entertainment was invisible but audible.

Packers who brought their wives found most Chicago theatres dark. Also Monday night was a "dark" night for the ladies.

Bachelors and detached males found many corners to brighten, however, and the illumination almost set a packer record.

Sober-minded people got a lot of good out of the sectional meetings and the convention session proceedings. It was voted one of the most worth-while business programs of recent years.

There were some notable faces missing. Thomas E. Wilson was bear-hunting in the wilds of New Mexico. Otto Finkbeiner was recuperating at Hot Springs, Ark., from a tonsilectomy. Richard T. Keefe reported "absent." So did vice chairman Bayard C. Dickinson and Frederic S. Snyder of Boston.

Check against these absences the presence of Charles H. Frye of Seattle, Wash., Pacific Coast potentate who had never before honored a meeting with his presence. Here is a packer who is also a chain store magnate, and who makes money at both.

Speaking of chain store magnates, they appear to be magnets also, judging from the attention paid them at packer gatherings. No blood was shed, however.

The "call of the wild" takes no account of banquets, and the Mayers, sr. and jr., hied them to the wilds of upper Michigan on their annual hunting trip, taking away with them vice chairman George A. Schmidt of New York. Pity the poor deers.

The weather man provided both wet and dry fare for convention days, but the Drake is such a perfect convention place that nobody bothered about the weather, except those in search of entertainment.

Notable absences were those of two faithful associate members who have never missed a convention from 1906 until this year—Sam Stretch, the spice man, and A. T. Pratt, the parchment paper veteran. Both were missed by all the old-timers and many newcomers. Both sent messages of regret.

Two of the 1906 veterans were on hand, however—"Bill" Mullally of the American Can Co. and "Salt" Williams. Bill's hard-boiled hat and "Salt's" indestructible smile are convention landmarks.

Another cause of regret was the absence of the lovable Henry Cohn, daddy of the Automatic Linker and friend of everybody. Henry had a space reserved for his exhibit, and the machinery was on hand, but a sudden attack of illness prevented his attendance, and the exhibit was abandoned. Max Phillips manfully leaped into the breach and sold the machine to a progressive Western sausagemaker, and Henry will soon be back on the job.

Morrell men never miss a chance to acquire knowledge, either processing or sales. Herman Veenker, general superintendent at Sioux Falls, attended the Friday and Saturday meetings, and Ernest Manns, operating head at Ottumwa, came in for the Monday and Tuesday sessions.

James G. Cownie was proud of his gold button. They almost overlooked Fred Krey, but he got his, also.

John Peters of Williamsport, Pa., is a 100 per cent attendee, and he is generally the most punctual.

South America was well represented at the meeting. Frank K. Foss, general manager for Wilson & Co. at Buenos Aires, was present with Mrs. Foss. G. A. Procter, general superintendent of Swift plants in South America, was a guest, accompanied by Mrs. Procter, who is a charming Argentinian, and their daughter.



MORE PACKER COOPERATORS.

1. A spicy atmosphere when C. H. Hanson of Thomson & Taylor and Wm. E. Squires of Van Loan & Co. get together.

2. B. C. Robbins, promotion manager, and R. J. Crowley, packer contact man, Du Pont Cellophane Co., arranged a prize exhibit.

3. It wouldn't be a convention without W. J. (Bill) Mullaley of the American Can Co. and vice president Edwin J. Ward of the United Cork Companies.

4. Cheese it! Here come president Harry I. Hoffman and vice president Meyer Katz of the J. S. Hoffman Co.

Fred Early, of Early & Moor, Boston, was one of the bright spots of many convention groups.

W. A. Zweigle, of Zweigle Bros., Rochester, N. Y., was on hand early to absorb every bit of practical information available.

W. Louis Balentine and C. E. Balentine, of Balentine Packing Co., Greenville, S. C., never miss a convention or a convention session. This second generation is in the front rank of progress.

S. C. Bloom, refrigeration and air conditioning expert, met many friends in his convention contacts. They know who to go to for advice and information.

The Brecht delegation was imposing, but the quiet dignity and courtesy of president Chas. Volkening were missed.

Fried and Reinemann divided the time. Bill Fried attended the sectional meetings and went home to run the plant while Walter Reinemann took in the convention sessions.

Mr. and Mrs. Ed Clair greeted a host of old friends.

Mr. and Mrs. Herman Amberg of Utica were accompanied by tall, corn-fed son Edwin L. Amberg, hotel specialist and maybe packer executive also.

Louis W. Kahn, jr., who has graduated from boy orator to packer executive, held the fort until father arrived.

Albert F. Goetze, up-and-coming Baltimore packer, was accompanied by Mrs. Goetze.

President M. J. Hennessey and sales manager A. G. Donnelly of the Dunlevy-Franklin Company, Pittsburgh, were on hand early to check up on all the good ideas. They don't miss much in that line.

John S. Martin, of Christian & Martin, Richmond, Va., and J. J. Lane, of the Southern Grain & Provision Co., Wilson, N. C., who are sales representatives of the Columbus Packing Co., were convention guests.

Jesse Dietz, chain store wizard with a head full of good meat merchandising ideas, had his usual good time at the convention. What would American Stores do without Jesse?

Another chain store executive and meat merchandising authority who enjoyed convention sessions was T. F. Snodgrass, formerly head of his own meat chain and now in charge of all meat activities of the multiple-merged Safeway - Skaggs - McMarr - Snodgrass stores, whose 3,600 units cover the Pacific Coast and run as far East as Arkansas and Missouri. Mrs. Snodgrass was with her husband and was the recipient of many social attentions.

One of the most imposing delegations at the convention was that of the Hygrade group, headed by president Samuel Slotkin, and including vice president Arthur Cushman, Leo Joseph, V. D. Skipworth and Thomas Tower. They are certainly accumulating a lot of packinghouse talent for the Hygrade staff.

Another formidable delegation was that of the Jacob Dold Packing Co., including president E. C. Andrews, vice presidents W. F. Price, B. A. Braun, G. C. Talley and J. N. Scully, and A. L. Eberhart, H. L. McWilliams and James G. Cownie.

President J. J. McAleese of the Pittsburgh Provision & Packing Co. was present, accompanied by R. L. Hood. This is one packer organization always on its toes.

President Fred M. Tobin, sales manager W. F. Rayhill and F. W. Hagerman of the Rochester Packing Co. checked in on the worth-while sessions.

The Gobel organization was represented by president H. L. Batterman, general manager A. H. Merkel, jr., and treasurer H. R. Bullock. Mr. Batterman went on to Iowa with Jay Decker on Monday.

L. E. Griffin and H. G. Davy, of P. G. Gray & Co., Boston, the only brokerage organization which has been a member of the trade association since its first days, were on hand as usual.

President E. G. Hinton of A. Fink & Sons Co., Newark, N. J., seldom misses a meeting.

The Hormel organization was represented by president Jay C. Hormel and vice presidents H. H. Corey and R. H. Daigneau, all of them mighty quiet but mighty forceful. Did you see the Hormel statement?

Leo McQueen, superintendent of the Winchester Packing Co., Hutchinson, Kas., chaperoned Stanley Winchester at the convention and greeted many old friends. Leo is an old-timer.

Another organization ably represented was the Rath Packing Company. There were president John W. Rath, chairman of the Institute, son Howard W. Rath, general sales manager R. A. Rath, assistant sales manager Chas. E. Wheeler, assistant superintendent A. D. Donnell, W. H. Coffin, J. S. Bartley, J. E. Cooper and others.

Fred and Mike Schroth represented the good old Cincinnati firm, the J. & F. Schroth Packing Co.

A distinguished Canadian delegation which just touched the convention fringes without getting into the whirl included president J. S. McLean of Canada Packers, Ltd., vice president E. C. Fox and T. F. Matthews.

The Kingan group included chairman John R. Kingan, president R. S. Sinclair, W. R. Sinclair, Clarence H. Keehn, H. H. Ferguson, H. P. Wetsell, W. H. Patrick, Wm. Maginnis, Fred Butler, and V. R. Rupp. John Kingan presented the report of the Nominating Committee and R. S. Sinclair that of the Resolutions Committee.

Many comments were made concerning the absence of the industry's only



ALL WRAPPED UP CLEAN.

Fred Cahn, the "stockinette king," and nephew Bob Rosenthal, who have helped the packers to save many thousands on their product.

woman packer, Mrs. Virginia Nuckolls of Pueblo, Colo. Inquiries for her were numerous.

Howard Wilson, packer operating wizard, took time off from duck hunting to circulate among old friends at the convention.

Louis A. Sucher, of the Chas. Sucher Packing Co., Dayton, O., brought Mrs. Sucher.

George A. Casey of the Wilmington Provision Co. brought Mrs. Casey, who is a native of Chicago, and who made up for lack of convention entertainment by visiting relatives and friends.

H. W. Tohtz, of the Bonnell-Tohtz Co., St. Louis, packinghouse equipment experts, met many friends and customers during the convention.

W. B. Hulme, Chicago broker, started for the Drake and met an irresponsible unlicensed driver in a model T Ford head-on near Michigan Boulevard. Hulme's new car was wrecked, and they never did catch up with the wrecker, who left his model T behind as a souvenir.

Guy Fridley and his partner, Joseph Carey, met many at the convention.

Sidney H. Rabinowitz of the Colonial Provision Co., Boston, didn't miss this meeting. Sid says they still sell sausage in Boston; that is, they don't give it away.

E. St. J. Huberman and R. H. Funke of Baltimore were the only representatives present for the Schludenberg-Kurdle Co. Joseph Kurdle has been ill and president W. F. Schludenberg has been kept close to the plant in recent weeks. Both were missed.

Prof. Sleeter Bull of the University

of Illinois, the hog type research specialist, turned on his genial smile at the meeting.

J. S. Campbell, head of the Chicago office of the U. S. Bureau of Agricultural Economics, and friend of everybody in need, was taking in some of the sessions.

W. J. Foell and F. C. McDowall of the Foell Packing Co. spent a brief hour greeting old acquaintances.

George Levi, the modest, and big, handsome Elliott Balestier, secretary of the National Casing Dealers' Association, dashed in and out of town on gum shoes, without getting near the Drake.

W. H. Stelle, sales manager, Lloyd Patrick, killing superintendent, and W. S. Kennedy, curing superintendent, of the Hull & Dillon Packing Co., Pittsburgh, Kas., ably represented that enterprising and up-to-date packing concern. Both Mr. Lewis Hull and Ed. Henneberry were missed.

Otto Finkbeiner, president Little Rock Packing Co., Little Rock, Ark., missed his first convention in 20 years. Otto has been getting rid of his tonsils, but had a Democratic landslide to cheer him up. "If some way could be worked out," he writes, "whereby the industry could be put on more of a business basis, it certainly would mean a great deal." All agree in principle, but when it comes to practice there are too many backsliders, Otto.

Paul P. Aldrich, control chemist at Miller & Hart's and son of Ye Ed, attended his first convention, taking in the scientific section meetings.

The Morrell group included president T. Henry Foster, vice president George M. Foster, Robert T. Foster, J. C. Stentz, Henry Veenker, Ernest Manns, H. C. Snyder, I. Henrickson, R. W. Ransom, Geo. W. Martin, J. T. Denefe and O. R. Ross.

Kerber Packing Company kept up-to-date with E. H. Redeker, W. P. Kemler, Harold Coyne and John Hess.

Columbus Packing Company delegation, headed by president Fred Schenk and vice president Ed Schenk, included John S. Martin, J. J. Lane, R. E. Westfall and others.

R. E. Harding, superintendent of the Wilmington Provision Co., Wilmington, Del., had a visit with his brother, assistant general manager Myrick D. Harding of Armour and Company.

W. C. Bastian and E. J. Knerr of Arbogast & Bastian, Allentown, Pa., took in the worth-while sessions.



CONVENTION GATHERINGS BRING OUT MANY GOOD IDEAS.

Left.—Chas. F. Dietz, general sales manager; Louis Hausmann, Al Freud and H. J. Althelmer carry the banner of the historic Brecht institution.

Right.—Max Salzman of M. J. Salzman & Co., Inc., and G. D. Nussbaum of the Oppenheimer Casing Co. give and take good pointers from vice president A. W. Brickman of the Illinois Meat Co. and vice president Edward Schenk of the Columbus Packing Co.



CAN HANDLE ANY ANGLE OF THE INDUSTRY'S PROBLEMS.

1. J. P. Spang, vice president; G. E. Putnam and F. M. Simpson, commercial research department, Swift & Company.
2. A. J. Amos, general sales manager, Diamond Crystal Salt Co., and P. Hicks Cadle, general manager A. C. Legg Packing Co., see to it that H. Fred Vissman of Louisville is properly "seasoned."
3. Chas. E. Haman, New York; Harry Lax, of F. C. Rogers, Inc., Philadelphia, and Frank Lavan, Philadelphia, interpret their broker function as "He profits most who serves best."
4. A. E. Kaeslin, Eastern manager for the Allbright-Nell Co., makes a good adviser for treasurer H. R. Bullock and vice president and general manager A. H. Merkel, jr., of A. Gobel, Inc., either at a convention or in industry operations.

E. Kahn's Sons Co., Cincinnati, was represented by president Louis W. Kahn, Louis W. Kahn, jr., Ray L. Treinen, Kenneth McKinney and M. Scheumann.

John W. Hall missed the convention while struggling with a spell of neuritis. John is always missed.

Albert Freud of the Brecht Company got a great kick out of escorting his old college chum, Mayor Cermak of Chicago, to the new Bruno Richter sausage plant. Bruno was so happy over the 20,000 people who visited the opening that he wanted to buy the Drake Hotel to provide a place to receive his visitors.

H. R. Sage, president of the Mutual Rendering Co., Philadelphia, was a guest at the meeting.

James W. Sartwelle, president of the Port City Packing Co., Houston, Tex., attended his first convention. Louis Rosenthal of Fort Worth was his introducer.

A. J. Teufel of Cleveland, packing-house broker, was at the meeting.

Chas. Hollenbach, sausage giants, were represented by E. Oppenheimer.

G. E. Hinchcliff of Johns-Manville knows everybody. He ought to.

The Heekin Can Co. was represented by C. A. Rolfs, J. G. Cahill and Wilbur H. Turner.

Russell Walker and H. W. Garrison represented Walker-Garrison, St. Louis order buyers, hogs only.

James S. Scala, president of the Scala Packing Co., Utica, N. Y., believes no packer can afford to miss these meetings. He says he gets much value out of each of them. And he keeps his plant right up to date, as well as his selling methods.

Packers noticed enjoying one or more of the meetings were H. G. Anderson, Elkhart Packing Co., Elkhart, Ind.; Joseph Baum, Baum Packing Co., Kansas City, Kas.; E. S. Byk, J. Fred Schmidt Packing Co., Columbus, O.; R. G. Denton and M. B. Cone, Major Bros. Packing Co., Mishawaka, Ind.; L. E. Flavell and W. H. Naumer, DuQuoin Packing Co., DuQuoin, Ill.; J. H. Gehrman, Kohrs Packing Co., Davenport, Iowa; Philip Jones, Jones Dairy Farms, Ft. Atkinson, Wis.; H. E. Pfeifer, Henry Pfeifer, Inc., Newark, N. J.; Sam S. Sigman, K. & B. Packing Co., Denver, Colo.; M. L. Steiner, Steiner Packing Co., Youngstown, O.; C. H. Ungerman, Birmingham Packing Co., Birmingham, Ala. No wonder there was great interest in the program.

M. I. Sullivan of the Albany Packing Co., Albany, N. Y., attended sessions in which he was interested. R. G. Reynolds, Oscar Mayer & Co., Madison, Wis., was another expert on hand.

Lewis Meier, Meier Packing Co., Indianapolis, Ind., dropped in for a day. So did M. Schussler, Schussler Packing Co., Indianapolis.

President Harry A. Palmer, of T. M. Sinclair & Co., Cedar Rapids, Iowa, was a convention visitor. So was Dr. D. H.

Nelson, of Oscar Mayer & Co., Madison, Wis.

Henry Manaster, of Harry Manaster & Brother, Chicago, took in the convention and met a host of old friends and customers.

J. T. McMillan, president of J. T. McMillan & Co., St. Paul, Minn., was an interested convention attendant.

D. W. Creeden, of North Packing & Provision Co., Boston, and Harry Culver of Plankinton Packing Co., Milwaukee, were among those greeting old friends.

Eme. Flores, of Espinardo, Spain, was an interested visitor at the convention. His "Sunfirst" paprika is now being used in many kinds of sausage, meat loaves and other specialties.

L. F. Keeley, of the Louis Allis Company, had a real message to give to visitors in the way of a new electric motor which is said to be splash proof. Much interest was displayed in the unique demonstration of this new motor.

The incomparable Walter Best and "Bill" Donovan were on hand greeting their many friends and acquaintances. The world is brighter wherever this pair travel.

Charles "Pep" Hanson, exponent of pure ground spices for quality sausage, graced the convention with his presence.

Westinghouse Electric and Manufacturing Company was represented by H. T. McKay. Mac's big boss, A. W. Robertson, it will be remembered is

heading the national committee on industrial rehabilitation.

The Big Six—not "secret six"—were Fay Murray, Will Kennett, Bob Colina, E. R. Whiting, Charles Renard and Parker Whiting of the Kennett-Murray Live Stock Buying Organization.

The dapper, auburn-top gentleman was Lewis C. Chamberlin of the Michigan Alkali Company. Lew heads the solid carbon dioxide division of this company and has made many friends in the packing industry.

John A. Wesley, dynamic sales manager of the Rhinelander Paper Company, was there with his charming wife. It was only a couple of months ago when John joined the Benedicts, and the newlyweds enjoyed the convention.

J. C. Lundmark, sales engineer of the V. D. Anderson Company, the well-known expeller press company, was single-handed this year, as both the senior and junior Andersons were unable to attend.

President Emmett Cavanaugh and general manager Joe Hurley of the Progressive Packing Company were busy meeting many of the progressive sausage-makers who use Progressive products.

Harry Sparks and C. B. Heinemann, illustrious six-footers, made good targets for sellers at the woman's bazaar held at the Drake on Tuesday afternoon. The bazaar was for a good cause helped out by these good fellows.

The "Boss" delegation from Cincinnati included John J. Dupps, sr., John J. Dupps, jr., Oscar Schmidt, W. H. Sweet, A. B. Lloyd, L. Rosenberg and C. J. Pickens. They were very proud of their exhibit, which included their newest contribution to the industry in the way of a hog dehaier. It was very attractively painted with aluminum paint and created much interest.

In Piqua, Ohio, the packing industry is well represented in having the French Oil Mill Machinery Company, manufacturers of rendering equipment, in addition to the well-known Val Decker Packing Company. C. B. Upton and Joe Mellon represented the French Oil Mill Machinery Company.

The Paterson Parchment group was reduced to a threesome this year, inasmuch as it was impossible for A. T. Pratt to attend. Joe Gubbins, W. J. Cox and A. E. Grossmith, who answered the call, strutted their stuff in great style.

In a little more than six months of operation of his new company Jim Hubbard has offered to the industry some outstanding improvements in packing-house machinery. Headquarters of the J. W. Hubbard Company at the convention showed numerous pictures of their recent installations in addition to enlarged letters of comment from buyers.

E. E. Johnston, of Indianapolis, well-known live stock order buyer, was in attendance.

The Globe trotters, or pace setters, were headed by Charles Dodge and included Tom Zapf, O. R. Eloffson and Willis Moorehead, all of the Globe Company.

R. Learmouth, of the Indiana Harbor Belt Railroad Company, Kansas City, Mo., was in attendance. They operate the stockyards at Calumet City, Ill.

A broad, welcoming smile was radiated from none other than Walter J. Richter of John E. Smith's Sons Company. A. B. Chase, of the same company, was also in attendance.

A. H. Kramer, president of the Advance Foundry Company of Dayton, O., attended his first convention and was accompanied by Dr. R. E. Buvinger, well-known rendering expert. Mr. Kramer is now placing on the market a new vertical type of rendering equipment.

The Schenk brothers—Fred and Ed—president and vice president respectively of the Columbus Packing Company, graced the convention with their genial personalities.

Tom Koch, of Shellmar Products Company, was a busy individual showing packers the latest contribution of his company in the wrapping of bacon. When it comes to doing things right, see Tom Koch.

There haven't been many conventions missed by Frank Louer of the Oppenheimer Casing Company. His hearty laugh showed that his many years of working with the industry haven't changed his spirits at all.

The Canco group included hale and hearty Bill Mullaly, M. A. Whalen, E. Weimer and D. Peterson, all of American Can Co., of course.

Ira Lowenstein, president of the Superior Packing Company, Chicago and St. Paul, was accompanied by "Reggy" Pierce, vice president of the company. Ira's superiority is exemplified by his ever-increasing popularity.

One of the general's staff attended in Walter Luer of the Luer Packing Company of Los Angeles. The senior Luer is known as the brigadier general. A. B. Riess was in company with Mr. Luer, not necessarily as a bodyguard, however.

Friendly enemies was delightfully demonstrated by the well-known Harry K. Lax and Frank Lavan, brokers well thought of by all packers.

H. J. Mayer ("the man who knows—the man you know") was accompanied by son Herman, a chip off the old block. "Neverfail" is indeed appropriate for these gentlemen.

James A. Greenlee, well-known dispenser of KVP paper, was again on hand and had a very interesting picture in his exhibit of a paper-making machine. Jim is a royal host and a good golf player, an excellent combination.

The Anco delegation was headed by W. B. Allbright and his sons, Norman and John. Salesmen and engineers from the Allbright-Nell Company attending were Andy Kaeslin, A. O. Lundell, W. D. Broughton, E. D. Skinner, J. E. Castino and H. A. Scherer.

A very well-known individual is Milt Goldberg. He always adds weight to a convention. Harry Levi was on deck, making a twosome from the firm of Harry Levi and Company.

It was the twenty-sixth convention for Charles Christman of the West Carrollton Parchment Company. His record of attendance has been continuous since 1907. Worthwhile things are worth doing, says Charles, and let us hope that he may continue his good record for years to come.

Ira A. Newman, curing expert, good fellow and vice president of the United States Cold Storage and Ice Company, treated many packers to a view of the model curing and cold storage plant of the country. Ira, it will be remembered, is an old Morris man.

The Independent Casing Co. roster included president Sig Strauss, vice president Lawrence Pfaelzer, P. O. Hantover, Sam Isaac, I. L. Hirsch, George Fisher and Charles A. Raynor. Doing a job and doing it well has made this live-wire organization one of the outstanding ones of the country.

P. Hicks Cadle, vice president of the A. C. Legg Packing Company, specialist in sausage seasonings, added flavor to the convention with his genuine Southern congeniality and hospitality.

It took almost three weeks for J. W. Kautzman of the Sander Manufacturing Company to get to the convention, but he admits it was worth every minute of the time.

Harry D. Oppenheimer—known the world over as H. D. O.—provided a delightful spot up on the third floor for the weary traveler to rest and be refreshed. It was a grand and glorious feeling to be welcomed to the headquarters of the Oppenheimer Casing Company by Harry D. Oppenheimer and Frank Louer, together with other members of their staff.

Treasurer of the Institute H. Harold Meyer was accompanied to the convention by N. R. Meyer, president, and George Schlereth, vice president of their company, the H. H. Meyer Packing Company of Cincinnati.

Charles Trunz, of the Trunz Pork Stores, Inc., came for the sectional meetings and stayed to the finish of the general sessions on Tuesday. His partner, Rudolph Mattis, accompanied him and agreed the time well invested.

A. V. Crary, well known for his activities in Institute work, headed the Continental Can Co. group, which included E. J. O'Connor, P. White and A. Van Schreeven.

A most cordial greeting was extended by president Harry Hoffman and vice president Meyer Katz of the J. S. Hoffman Company. A trip to their headquarters was thoroughly enjoyed by a large number. Samples of their various lines of cheese and sausage were on tap, as well as an exhibit of some of the line of specialty canned goods they manufacture. J. W. Klapper and J. J. Zahler, also of the Hoffman Company, were in attendance.

Max Salzman, casing expert, casing salesman, player of golf, entertainer de luxe, revelled in the opportunity to meet his large number of friends.

Foster Beeson, well known to the industry, and formerly president of the Mechanical Manufacturing Company, greeted his many friends in his own inimitable way. Foster is now helping packers with their packaging problems and represents the Traver Paper and Manufacturing Company.

H. Fred Vissman, of the C. F. Vissman Company, Louisville, towered over everybody. Around six foot six and every inch a thoroughbred.

"Manny" Heymann has that "personality plus" which clicks without effort. He headed the Berth, Levi group, consisting of M. H. Baker, Martin D. Levy and D. A. Weill.



HOPE OF THE PACKING INDUSTRY LIES IN THE SECOND GENERATION.

Left.—George C. Schmidt, president, Stahl-Meyer, Inc., New York; George Schmidt, jr.; Louis Meyer, vice president, Stahl-Meyer, Inc.
Right.—Robert H. Kuhner, H. C. Kuhner, president, Kuhner Packing Co., Muncie, Ind.; John P. Paulsen, manager, Fred Eckart Packing Co., Ft. Wayne, Ind.

When a broker and a shipper get together the fur usually flies, but not so with Harry K. Lax and S. C. Dietrich. Harry is the kind of a broker packers enjoy having as a representative.

Sol May, the originator of sewed casings and president of the Patent Casing Company, was beaming on conventions.

The fellow who recommended buying dressed hogs was the well-dressed, tall, curly-headed fellow by the name of Irvin A. Busse. No further explanation is necessary.

The Mutual Sausage Company has as its head a man who is more than mutual in his work. The contributions of "Bill" Gausselin to the industry are worthy of more than passing comment. Mr. Gausselin was in attendance with every minute occupied.

The "Old Timer," Charles W. Dieckmann, is an advocate of that well-known phrase, "He profits most who serves best."

The individual who keeps the Griffith Laboratories in the front rank is none other than the president, E. L. Griffith. At this convention his delegation consisted of sons C. L. and F. W. Griffith, M. C. Phillips, W. E. Anderson, W. B. McCreary, S. E. Strahan and C. A. Wood.

John Blackmore, of the Standard Pressed Steel Company, represented his company this year and made many new acquaintances. There is a standard for everything, why not for trucks and packinghouse equipment?

Worcester Salt Company (flake, grain, or what have you) was represented by

John J. Coyne, genial and persuasive as ever.

Lending much color and flavor to the occasion was the group from Wm. J. Stange Company, headed by Wm. J. Stange, and including Bill Durling, F. P. Goelle, L. K. Pillsbury, E. M. Nork and Good Zola.

When you think of packaging or merchandising, you cannot help but think of Visking—and should you not think of it, they are on the job to remind you. Erwin O. Freund, president of the Visking Corporation, attended meetings and his interests were cared for by H. R. Medici, A. H. Krueger, H. E. Dietrich, W. F. Henderson, J. P. Smith, E. J. Marum and Julius Lipton.

A. J. Amos, sales director Diamond Crystal Salt Division of General Foods Corporation, enjoyed a busy convention.

In the absence of Joe Daniels and Ernie Draheim, the Daniels Manufacturing Company were represented by A. F. Kenaston. Since the last convention Joe Daniels has perfected his new five-color printing press and is turning out some unusually attractive wrappers for meat products.

J. V. Jamison, jr., needs no introduction, as he is a convention attendant of long standing. Stanley Baldwin accompanied the president of the Jamison Cold Storage Door Company on this occasion.

Meet Walter Frank, heir to the originator of Braunschweiger liverwurst.

Paul Trier, Arnold Bros, is welcomed at conventions the same as his "Guest Ham" is being welcomed by consumers—and that's some welcome, they say.

INTERNATIONAL SHOW EXHIBITS.

Over 12,000 of the continent's finest farm animals, representing 35 different breeds, will be on view when the nation's premier agricultural show, the International Live Stock Exposition, opens its doors at the Chicago Stock Yards on November 26. The show opens on the Saturday after Thanksgiving and will close the following Saturday, December 3. Chicago will be host during stock show week to thousands from other states and foreign countries who are interested in the progress of agriculture as it is here so magnificently displayed.

According to B. H. Heide, secretary-manager of the Exposition, the leading livestock authorities of fifteen states and two foreign countries will be called upon to judge these finest specimens of the livestock farmer's skill that will parade the huge arenas in review of the judges. Livestock will be on view that have come from as far distant points as British Columbia and Texas, California and Connecticut. Farm crops will be on exhibit from every state in the Union, province of Canada, and Australia.

There will also be the usual fine exhibition of dressed meats and meat cuts, which is a meat show in itself.

Railroads will offer the lowest fares ever given for this event, and for those who driven, ample free parking space will be provided near the Exposition buildings at the entrance to the Chicago Stock Yards.



MORE OF THE SECOND GENERATION READY FOR HEAVY RESPONSIBILITIES.

Left.—Jack Krey; Fred Krey, president, Krey Packing Co., St. Louis, Mo.; John W. Paton, general manager, Krey Packing Co.
Right.—Edwin L. Amberg; Mrs. Amberg; Herman A. Amberg, president, C. A. Durr Packing Co., Utica, N. Y.

Hormel Shows Half Million Net Profit

Net profit of nearly a half million dollars, compared to a loss of the previous year, a substantial increase in cash and a substantial increase in current assets to current liabilities are reported by Geo. A. Hormel & Co., Austin, Minn., for the fiscal year ended October 29, 1932.

Net profit for the year, after all charges except federal income tax, for which provision was not made on account of the application of the statutory net loss of the previous year, is \$464,069.41, compared with a loss of \$608,779 in 1931.

The cash account totaled \$2,167,008 compared with \$1,381,547 the year before. Current assets are listed at \$4,954,833 and current liabilities at \$434,550, compared with assets of \$5,109,563 and liabilities of \$584,361 a year ago. A reduction in inventories of from \$2,703,280 to \$1,878,784 took place. The company has no borrowed money, no bonds or mortgages against its property and no other debts except current bills.

Physical volume of the business has actually increased, president Jay C. Hormel said in his report to stockholders under date of November 15, 1932. Prices, however, have been so low as to make that volume produce less actual dollars of sale.

More Employees Kept at Work.

"Employment has been fully maintained," Mr. Hormel said. "In fact, the average number of workers employed by the company this year has been larger than the average number during the preceding year, although in order to give employment to more people it has been necessary to reduce the number of hours worked by each hourly worker by approximately 10 per cent. The salaries of straight time workers and of office employees and of our sales force have been reduced 10 per cent and the salaries of officers have been reduced from 15 per cent to 20 per cent.

"The sales force of the company has been held intact and has been improved and somewhat extended. A new manufacturing branch has been established in San Francisco, and the manufacturing branch operating in Los Angeles, which was destroyed by fire during the last week of October, is already nearly rebuilt, affording us improved facilities, and without serious loss of business because of the disturbance.

Consolidated Balance Sheet.

"Several new products have been added to the company's line, notably Hormel Flavor-Sealed vegetable soup, which is now in national distribution and seems to be gaining favorable acceptance by the consuming public.

The consolidated balance sheet for

the company and its subsidiaries as of October 29, 1932, was as follows:

ASSETS.	
Current:	
Cash	\$2,167,007.87
Accounts receivable, less allowance	900,041.55
Merchandise inventories	1,878,783.72
Total current assets	\$4,954,833.14
Other Assets:	
Investment in associated company	54,000.00
Employers' stock purchase notes,	
less allowance	64,241.09
Sundry notes and accounts, less allowance	123,984.52
Sundry securities, less allowance	10,666.94
Employees' advances	15,928.43
Real estate—other than plant	210,068.31
	\$ 478,909.89
Permanent—at cost	
Land	101,219.42
Buildings, machinery and equipment	\$5,331,941.79
Less allowance for depreciation	1,439,284.76
	3,892,657.03
Prepaid:	
Plant supplies, unexpired insurance, etc.	96,746.24
	\$9,524,365.72
LIABILITIES.	
Current:	
Accounts payable	\$ 187,020.76
Dividends—payable Nov. 15, 1932	146,305.25
Accrued taxes, etc.	101,224.15
Total current liabilities	\$ 434,550.16
Reserve:	
For contingencies, etc.	150,423.61
Capital:	
Preferred stock—cumulative authorized	50,000 shares
Class A—6%	
Class B—7%	
Issued	14,554 shares
In treasury	247 shares
Outstanding	14,307 shares
	507 shares
Common stock—no par value	
Authorized	500,000 shares
Issued	493,944 shares
In treasury	17,161 shares
Outstanding	476,783 shares
Surplus	5,904,061.15
	1,523,910.80
	\$9,939,391.95
	\$9,524,365.72

Income and Surplus Account.	
Net sales	\$24,170,634.58
Deduct:	
Cost of goods sold, selling and administrative expense excluding depreciation	23,381,090.36
Operating profit	\$ 798,544.22
Provision for depreciation	\$301,290.35
Miscellaneous charges	33,184.40
Net profit	\$ 464,069.41
Consolidated Surplus Account.	
Surplus November 1, 1931	\$1,886,727.98
Changes for the period:	
Dividends paid or provided for:	
On preferred stock	\$1,970.22
On common stock	472,789.00
	\$644,759.22
Adjustment for cost of treasury stock in excess of capital value	262,127.37
	\$820,886.59
Less:	
Net profit from operations	464,069.41
	\$362,817.18
Surplus, October 29, 1932	\$1,523,910.80

*No provision has been made for Federal income tax on account of application of statutory net loss of prior year.

Officers of the company are: George A. Hormel, chairman of the board; Jay C. Hormel, president; B. F. Hormel, senior vice president for beef division; H. H. Corey, vice president for packing division; R. H. Daigmeau, vice president for abattoir division; E. N. Sturman, vice president for Flavor-Sealed Division; John G. Hormel, secretary; M. F. Dugan, treasurer; C. D. Bigelow, comptroller and assistant secretary.

CITY MEAT INSPECTION FEES.

A monthly inspection fee of \$125 is to be charged meat packing plants within city limits of Fort Worth, Tex., according to an ordinance recently passed by the city council. Plants outside the city limits have been paying for inspection service for some time.

GENERAL FOODS PROFITS.

General Foods Corporation shows a net profit of \$10,339,147 for the first nine months of 1932, which compares with net profits of \$14,407,803 for the corresponding period last year. Third quarter profits totaled \$2,450,047, compared with third quarter profits in 1931 of \$4,240,345. The balance sheet as of September 30 is reported to show current assets of \$35,790,673 against current liabilities of \$6,324,875, a ratio of 5.6 to 1.

"Profits during the first nine months of 1932, reached their lowest ebb during July, a month when general business conditions likewise struck extremely low levels," says C. M. Chester, president, in a statement to stockholders. "Since July, however, General Foods' sales and earnings have turned upward. "Price reductions and shrunken buying power of the public have reduced dollar volume of sales, but costs and expenses have been undergoing material reductions in all departments."

PACKER AND FOOD STOCKS.

Price ranges of packer, leather companies, chain stores, and food manufacturers' listed stocks, Nov. 16, 1932, or nearest previous date, with number of shares dealt in during week, and closing prices on Nov. 9, 1932:

	Sales.	High.	Low.	Close.
	Week ended	Nov. 16.	Nov. 16.	Nov. 9.
Amal. Leather	1
Do. Pfd.	8
Amer. H. & L.	300	4 1/4	4	4 1/4
Do. Pfd.	200	15	15	15
Amer. Stores	5,300	31 1/4	31	31
Armour A	2,300	1 1/4	1 1/4	1 1/4
Do. B	5,100	1	1	1
Do. Ill. Pfd.	500	9 1/4	9	9 1/4
Do. Del. Pfd.	600	40 1/4	40	40 1/4
Barnett Leather	4
Beechnut Pack.	800	41	41	41
Bockack H. O.	39
Do. Pfd.	45
Brennan Pack.	19
Do. Pfd.	59
Chick C. Oil	8 1/4
Childs Co.	900	4	4	4
Clabey Pack.	700	28 1/4	28	28 1/4
First Nat. Stra.	5,000	50 1/4	49 1/4	50 1/4
Gen. Foods	52,000	27 1/4	26	26 1/4
Gobel Co.	5,500	5 1/4	5 1/4	5 1/4
Gr. A & P. 1st Pfd.	170	119	119	119 1/4
Do. New	240	155	151	151 1/4
Hormel G. A.	150	13	13	13 1/4
Hygrade Food	2 1/4
Kroger G. & B.	6,200	15 1/4	15 1/4	14 1/4
Libby McNeill	750	2 1/4	2 1/4	2 1/4
McMarr Stores	8 1/4
Mayer Oscar	5 1/4
Mickelberry Co.	200	4 1/4	4 1/4	4 1/4
M. & H. Pfd.	8 1/4
Morrel & Co.	30
Nat. Fd. Pd. A.	1 1/4
Do. Leather	1 1/4
Nat. Tea	2,300	7 1/4	7 1/4	7 1/4
Proc. & Gamb.	7,000	31	30 1/4	31
Do. Pr. Pfd.	230	96	96	96
Rath Pack.	100
Safeway Stra.	18,000	49 1/4	48 1/4	49 1/4
Do. 9% Pfd.	88
Do. 7% Pfd.	280	90	89 1/4	90
Stahl Meyer	100	3	3	3
Swift & Co.	7,900	8 1/4	8 1/4	8 1/4
Do. Intl.	4,850	17	16 1/4	16 1/4
Trans. Pork	8 1/4
U. S. Cold Stor.	23 1/4
U. S. Leather	1,000	4 1/4	4 1/4	4 1/4
Do. A.	2,500	8 1/4	8 1/4	8 1/4
Do. Pr. Pfd.	100	54	54	54
Wesson Oil	100	14 1/4	14 1/4	14 1/4
Do. Pfd.	100	51	51	51
Do. 7% Pfd.	10	51 1/4	51 1/4	51 1/4
Wilson & Co.	8 1/4
Do. A.	4,900	3 1/4	3 1/4	3 1/4
Do. Pfd.	300	15 1/4	15 1/4	15 1/4

EDITORIAL

Sound Selling Based on Market Facts

Pork sausage in season is one of the most popular manufactured products of the meat plant. Almost every packer makes it, and almost everyone likes it. The fact that it is widely distributed and sold is taken for granted.

A small packer recently decided that the opportunities in the sale of this product justified him in giving more attention to its production and merchandising. Not being one who likes to work in the dark he decided to do a little investigating in his territory, to see if he could discover some interesting pegs on which to hang his advertising campaign.

Facts uncovered rather upset his preconceived notions of pork sausage distribution. Instead of being handled by the large majority of dealers, he found that pork sausage was being handled by comparatively few stores. He also learned that ideas on markets and merchandising opportunities in a particular territory are as liable as not to be wrong.

In his territory, this packer found, only 20 per cent of the stores were handling pork sausage. (Kosher shops were not considered.) Some retailers informed him they would handle it later, but eliminating these from the figures there still remained about 78 per cent of the stores which could be sold with the right methods.

Much of the sausage on display was bulk; little of either the linked or bulk was identified. In excess of 50 per cent of the housewives who regularly or occasionally purchased pork sausage had no brand preferences—they simply asked for sausage. A small proportion asked for packaged product.

The opportunity was plain. In a territory where it might naturally be expected that pork sausage was intensively merchandised, and where little new on markets and merchandising might be discovered, the field was found to be wide open. A quality product, attractively packaged and advertised, had an opportunity to win a big share of the market.

In merchandising, as in production, it does not pay to take things for granted. A midwestern packer was dissatisfied with his frankfurt volume. It had dropped steadily. As this was a profitable item with him he decided to investigate. The retailer could give him little help, so he went directly to the consumer. Here the facts were

forthcoming. She had stopped buying frankfurts because she had several unfortunate experiences with poor quality product, and preferred to go without a favorite food rather than take chances of getting quality not up to expectations.

Here again the solution was simple—quality goods and advertising to establish confidence in the particular brand. This packer not only got his volume back to par, but he was able to get a better price comparatively than he had been able to get previously.

One of the needs of the meat packing industry is more efficient merchandising. Good merchandising gives foundation to territory and market conditions. What is true in one section of the country, or even in one locality, may not be true in another. A start toward more efficient merchandising will have been made when the packer gives as much attention to territories and markets and as much care to dig out merchandising facts as he gives to details of plant production.

Transportation Study and Regulation

Plans for developing greater coordination and more equitable regulation of competing forms of transportation have been made by a special committee of the Chamber of Commerce of the United States appointed to make an extensive study of the problems of the entire national transportation system. Present chaotic conditions in the different transportation fields, detrimental to shippers and to the general public, in the opinion of the committee are due in a large measure to lack of a well-ordered and equitable system of regulation. It is the feeling that these conditions can be corrected. A constructive program of federal and state legislation for the accomplishment of this purpose was outlined and plans were made for the development of a program in definite form.

It was agreed that the main consideration involves the new relationship to railroad transportation of other forms of transportation. The principal other forms discussed are highway transportation, embracing buses and trucks, and water transportation, embracing coastwise and inter-coastal shipping, transportation on the Great Lakes and that on the inland rivers and canals. In each case an effort will be made to harmonize the various interests concerned, to enable each of these forms of transportation to develop so as to best serve the public without jeopardizing necessary rail service. This is a timely action, and one that should result in benefit to all concerned if it can be kept out of the realm of politics and if the friction of self-interest can be avoided.

Practical Points for the Trade

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Sausage Water Pockets

Water pockets in frankfurters and weiners are not uncommon, and are a source of loss because they detract from the good appearance of the meats and their salability.

In the Practical Points pages of THE NATIONAL PROVISIONER of October 22, 1932, appeared an item in reply to a letter from a packer asking how to avoid these pockets. In that article some of the causes given were:

- 1—"Short" meat;
 - 2—Use of more water than the meats can absorb;
 - 3—Water in the casings.
- "Short" meat, a well-known sausage expert agrees, is an important cause of water pockets.

Hints for Sausagemaker.

Causes of "short" meat, he thinks, are failure to keep the meats sufficiently cool during the manufacturing process and curing for too long a time. Regarding these points he says:

Editor THE NATIONAL PROVISIONER:

Water pockets in frankfurts are not uncommon. There are a number of reasons, the principal of which is "short" meat in which binding qualities are lacking.

Binding quality may be lost by failure to keep the meat cold during grinding, mixing and stuffing operations, or long exposure to rather high temperatures after the frankfurts leave the stuffing bench. Some sausagemakers do not seem to appreciate the necessity for having the meat cold enough when manufacturing operations start to prevent any considerable increase in temperature until the meats are ready for smoking. Failure to observe this precaution has been one cause of trouble.

There should be no undue delay at the stuffing bench. Large stuffers should be emptied promptly, otherwise oleo or soft grease will be released from fats and pork and shortening will develop. If the meats are chilled sufficiently at the start, and the work proceeds promptly, fats and pork are less liable to break down and cause trouble.

Other Causes of Trouble.

Other causes of water pockets are failure to stick to tested formulas and the inclusion of too much meat—hearts, tripe, etc.—which is lacking in binding qualities. Over-salted meats are also liable to cause the formation of these pockets.

A third cause is over-cured meats. If

meats cure for too long a time the binding qualities are reduced. There is the general idea that meats must be fully cured for frankfurt manufacture. I differ with this opinion. I believe the best results are obtained when the meat is used before it is fully cured.

Partial curing will increase binding qualities, however, when meat is fully cured each particle has a salt glaze. This glaze reduces the meat's binding qualities. Meats that have been in cure 24 to 48 hours are in good condition for manufacture into frankfurts.

Lack of Binding Quality.

This lack of binding quality is most noticeable when making ham sausage from shoulders or other cured trimmings with the addition of beef. Often the pork meats will fail to hold together when the sausage is cut or sliced. The reason is that the pork was cured too long. Being glazed on all sides, these pieces of pork do not stick to the beef. The trouble usually can be remedied when the pork is cured for less time.

The best sausage formula is of little use in the sausage kitchen if the ingredients are improperly handled. The cool months are the best ones for sausage making. This is because temperatures are more favorable. During the hot months the sausagemaker must imitate these conditions as nearly as possible by keeping the meats well chilled during processing.

Making Good Weiners

Weiners or frankfurts are consumed in every part of the country and at every season of the year. They are product that practically every packer and sausage maker finds it necessary to include in his list.

Production of a good weiner is important to maintain volume and insure profit. Four tested and successful formulas for the manufacture of weiners of different grades appeared in a recent issue of THE NATIONAL PROVISIONER with detailed instructions for handling to insure a tasty product.

If you want a reprint of this article on weiners, fill out and mail this coupon with 5c in stamps.

THE NATIONAL PROVISIONER,
Old Colony Bldg., Chicago, Ill.
Please send me reprint on "Making Good Weiners."

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Skinning Pork Tongues

A packer who is preparing sliced pickled pork tongues complains of trouble in skinning the tongues. His practice is to put them through the tripe cleaning machine, but his results have not been entirely satisfactory. He says:

Editor The National Provisioner:

We have been having trouble in scalding the outside skin off our pork tongues for pickling and slicing. We have been doing this when the tongues come out of cure, putting them through the tripe cleaner. It seems as though we can get only about half the skin off in this manner. We cook them after they are scalded.

When is the best time to scald the tongues, before or after being cured? How can we clean them properly in the tripe machine? What is good practice in making this product?

Tongues may be skinned before they go into cure or after the cured tongue is cooked. Some producers feel that the latter plan produces a better skinned tongue, free of scores and with a nice bright color.

Other packers skin the tongues as soon as they come from the killing floor, handling them in the tripe washer with water at 180 to 190 degs. and plenty of soda ash. The machine should be run as fast as possible without throwing the tongues in a pile. They should come out of this machine as clean as if they had been in a washing machine.

Second pickle is good to use for curing tongues. To this the following seasoning may be added:

- ½ teaspoon of Cayenne pepper
- 1 oz. fine chopped raw garlic
- 1 lb. of sugar to half a tierce of second pickle. This will give the finished cooked tongue a fine flavor.

The pickled product should be pulled right at cured age and the curing done at 36 to 38 degs. F. The first overhauling is given at the end of 24 hours, the second in eight days and the third at the end of fifteen days. If cured in tierces, the tierces can be rolled but if cured in vats it will be necessary to overhaul by transferring from one vat to another. Tongues are fully cured in 30 days if properly overhauled and if right curing temperatures are maintained.

Cook the tongues at the boiling point for 45 minutes, or until fully done. If not skinned previously, they should be skinned on coming out of the cook tank and just as soon as they are cool enough for the men to handle. Some packers put extra men to work on the hot tongues as the skin is easy to remove at this time, leaving a nice smooth tongue.

Making Meat Scrap

A Western packer asks how meat scrap can be made by the wet rendering process, and what the analysis of this product is. He says:

Editor The National Provisioner:

Can you tell us how to make meat scrap? We use wet rendering and are wondering if we could produce this product from the resulting tankage. Can you tell us what this product should analyze? Any help you can give us will be gladly received.

Meat scrap, as commonly sold on the market, is made of cracklings produced from either open kettle or dry rendered product. It is lighter in color than feeding tankage, but otherwise may be of much the same general quality. Meat scrap is ground and screened, the various sizes being designed for the feeding of chicks as well as grown chickens.

Most manufacturers of this product guarantee 50 per cent protein, 6 per cent fat and not over 2 per cent crude fiber content. It contains 10 to 25 per cent of bone phosphate of lime. The product should not contain over 10 per cent phosphoric acid. If it does, it is known as meat and bone scrap. The latter combination consists of meat scrap and raw bone, the mixture having about the same analysis, with 20 per cent bone phosphate of lime.

If meat scrap is to be made from dry tankage care should be exercised not to include too much bone in the particular batches to be used for this purpose, and the raw materials should be free of foreign matter.

Meat scrap is sold in three sizes. The first is the fine or chick size where the pieces are about as large as a kernel of rice; the medium is a little smaller than a navy bean while the coarse is about the size of a grain of corn. It is highly prized not only as a growing feed but as a feed for laying hens in a balanced ration.

When Souse Turns Dark

How can hog stomachs stuffed with souse be kept from turning dark? A sausagemaker having trouble of this kind says:

Editor The National Provisioner:

We stuff souse in hog stomachs, and if they are not sold in two days they begin to discolor. How can we overcome this?

If the souse is stuffed in fresh hog stomachs and they are let lie for two days or more they will turn dark. This can be overcome by keeping in the sausage cooler a barrel of weak pickle, say about 20 deg. strength, and put the stomachs in this. It will not sharpen them up any, but will keep them nice and white.

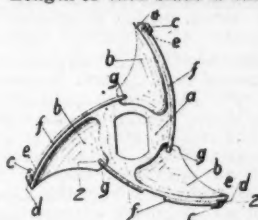
Watch the "Wanted" and "For Sale" page for business opportunities and bargains in equipment.

Recent Patents

New devices relating to the meat and allied industries on which patents have been granted by the U. S. Patent Office will be described in this column.

Meat Chopper.

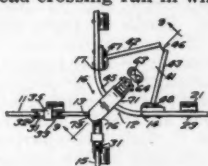
August Jahn, Hamburg, Germany. This patent is a combination of a meat chopper knife body having arms thereon, a head at the end of each arm and a groove at the base of each arm and on the same side as the head. The channel of this groove extends transversely of the arm. The blades have a notched end to fit with lateral play under the head. Length of each blade is such that



when the notched end is engaged under the head the other end can be swung sideways into the groove, the groove engaging that end of the blade. Granted Sept. 27, 1932. No. 1,879,279.

Overhead Rail.

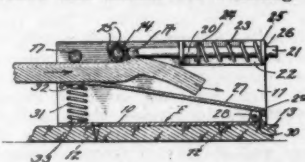
Oscar C. Schmidt and August G. Klawaitter, Cincinnati, O., assignors to The Cincinnati Butchers Supply Corp., Cincinnati, O. This patent consists of an overhead crossing rail in which there



are gaps at the intersection, a rotatable support, right line track sections and a curved section. Means are provided to place the track sections in the gaps in the tracks. Granted September 20, 1932. No. 1,878,605.

Rind Removing Machine.

George W. Berry, Santa Paula, Calif. In this machine there is a member to which the rind of a piece of bacon is attached and means for rotating this



member. A device to direct the bacon tangentially from the winding member is provided. Granted September 20, 1932. No. 1,878,457.

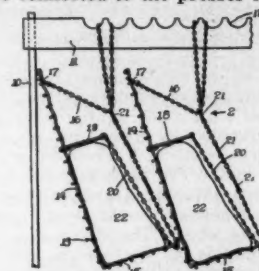
Meat Stuffing Machine.

Walter Bauer, Chicago, Ill., assignor to Libby, McNeill & Libby. In this machine there is a moving frame to which a number of stuffing units are attached. These units move in a predetermined path. The stuffing units re-

ceive meat from a stationary measuring device with an outlet above the units. This measuring device is adjustable so that the charge to a stuffing unit can be varied. The time at which the measured charges of meat are fed to each stuffing unit can also be varied. Granted May 24, 1932. No. 1,860,220.

Meat Forming Carrier.

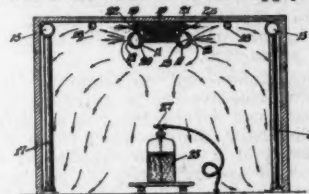
Alonzo N. Benn, Chicago, Ill. This carrier is designed to hold boned meats during the smoking operation. It consists of a base and side, a presser member connected to the side and a flexible device connected to the presser member



and looped through the base. Means are provided on the side for applying a pull to the free end of the presser member whereby the meat is compressed between the presser member and the base. Granted October 4, 1932. No. 1,880,680.

Conditioning Cold Storage Rooms.

Mary E. Pennington, New York City. A method of increasing the humidity of cold storage rooms maintained at a freezing temperature or lower. The system consists of means of circulating the air uniformly through all parts of the room and a water supply pipe



provided with atomizers for introducing water into the circulating air in the form of a very fine spray. This freezes into forming minute ice particles floating in the air, effecting an increase in the degree of humidity by sublimation. Means are provided for maintaining the temperature of the water in the pipes above freezing. Granted October 4, 1932. No. 1,880,837.

Purification of Fats and Oils.

Wilhelm Gensecke, Gonzenheim, Germany, assignor to American Lurgi Corp., New York City. The process applies to the purification of animal or vegetable oil or fat material containing, besides neutral oil or fat, free fatty acid and coloring matter. The fat or oil is treated with a concentrated alkali solution in quantity sufficient to neutralize the free fatty acid content, but with not more than 5 per cent of the amount theoretically required, and drying in vacuum the free fatty soap thereby formed. The dried fatty acid soap is then separated from the mixture and the soap-free fats or oils are treated with a dilute alkali solution to separate the coloring matter. Granted October 4, 1932. No. 1,880,383.

Refrigeration and Frozen Foods

PROGRESS IN QUICK FREEZING.

A report has been issued by the U. S. Bureau of Fisheries on "Developments in the Refrigeration of Fish in the United States." Included in this is a description of a quick freezing device developed for laboratory use, which packers who are experimenting with quick freezing may find of interest.

This freezer is composed of a well insulated tank containing calcium chloride brine. Fans for containing solid carbon dioxide for cooling the brine are furnished with a corrugated bottom. A small propeller is fitted into the side of the brine tank and driven by a small electric motor for agitating the brine.

Aluminum molds are furnished for use in freezing product of various shapes and sizes. The charges of solid carbon dioxide, as well as the products to be experimentally frozen, are placed in the brine solution by means of a door in the top of the cabinet. Temperatures of approximately 60 degs. Fahr. can be maintained in the tank of this freezer.

The first quick freezing machine put into operation in the United States, the report states, was the Ottesen brine freezer imported from Europe early in 1918, by the Bureau of Fisheries for experimental purposes. As a result, the Bureau, through its division of Fishery Industries, was an important factor in the initiation and the development of these methods in the United States, and the fishing industry was the first to adopt these newer principles of freezing and adapting them to large scale production.

The fundamental principle of the Ottesen brine freezer is based on the application of several theories of physical chemistry, among which were the utilization of a sodium chloride brine solution of approximately 22 per cent strength, making it possible to freeze fish with a minimum penetration of brine. The temperature could be lowered to approximately 6 degs. Fahr. below zero, thus producing a rapid freezing, by reason of intimate contact between the product to be frozen and the freezing medium. While some of the principles of this system have been adopted, the system as a whole has been discarded by the industry due principally to difficulty in handling and maintenance of proper concentration of the brine.

Freezing methods and machinery utilizing these low temperatures may be placed in two general classes: The first class is composed of those in which the refrigeration medium makes only indirect contact with the product to be frozen; into the second class fall those in which the freezing or transfer medium makes direct contact with the product to be frozen. The temperatures employed in the various systems range from zero to 50 degs. Fahr. below zero.

With the advent of quick frozen foods, the report states, it became necessary to devise facilities of transportation which would maintain temperatures corresponding to those at

which the products so treated are stored in warehouses. These improvements in transportation have assumed the forms of more efficient shipping containers, better insulation and refrigerated transportation. One of the outstanding developments in refrigerator cars has been the production and operation of the silica gel iceless refrigerator car.

Insulated motor delivery trucks utilizing various methods for refrigeration have been designed and placed in operation for the transportation of quick frozen products. The basic principles of many of these are similar in that they utilize crushed ice and salt mixtures to obtain the low temperatures required.

Another series of developments have made use of solid carbon dioxide as a refrigerant. Also mechanical refrigerator units for cooling trucks were devised. The refrigeration unit is usually located immediately behind the driver's seat in an individual housing which serves as protection from the elements. Mention also is made of cartridge refrigerated trucks in which a container charged with a solution which is so adjusted that it passes the maximum ability for the absorption of heat, is utilized.

The containers in which rapid frozen products are shipped vary in size but are generally constructed of similar material. It has been found that corrugated paper board is the most popular material for utilization as a container because of its relative high insulation efficiency and its low cost of production. Some of these containers are lined with asphaltum over which is placed a coating or craft paper. Another type of construction for shipping containers provides a compartment for solid carbon dioxide as additional refrigeration. This compartment is placed at one end of the carton and is insulated from the products being shipped.

As in the case of transportation, the retail distributors found that certain changes in their equipment were imperative if they were to deliver to the consumer the same high quality products as were placed in their stores. Early in the advent of the rapid frozen foods, it was realized that the ordinary refrigeration equipment of the retail establishment did not furnish the low temperatures necessary to retain these foods in prime condition. This realization led to research which resulted in the development of several types of display cases which are equipped to retain their contents at low enough temperatures to render them suitable for use in retail establishments for storage and display of frozen foods.

The general lines of display cases of this type are very similar. The space above is constructed of plate glass, usually three or four thicknesses, set in the wooden frame of the cabinet. The dead-air space between these plates of glass adds to the insulation and prevents the collection of moisture on the outside, which enables one to view the contents of the case with ease. Entrance to the display section of the case is through heavily insulated doors at the back of the cabinet.

MEAT PLANT ICE NEEDS.

A Mid-west packer is scrapping his can ice-making equipment and is installing a pack ice machine to supply his sausage manufacturing and carrying needs and for other uses about the plant.

This machine consists of a cast-iron housing in which is a corrugated metal cylinder somewhat smaller in diameter than the housing. Ammonia or brine is fed into the space between the cylinder and the housing. Water is passed through the cylinder, a portion of which freezes on the cylinder wall.

This ice is removed by a revolving scraper, passes out of the cylinder with the water and is deposited in a bin with a perforated bottom. The water drains off and is re-sent through the cylinder, the ice remaining in the bin.

This ice has the consistency of wet snow, and can be used without further treatment in sausage manufacture. When it is desired to put it to other uses, such as car icing, for example, it is compressed into blocks with a machine designed particularly for this purpose.

Another type of ice-making machine installed in some meat packing and sausage manufacturing plants is a hollow revolving cylinder which dips into water. Ammonia or brine is fed into the cylinder, freezing a thin coating of ice on the cylinder as it revolves. Scrapers remove this ice which falls into a truck or other receptacle.

The ice as it comes from the cylinder is in the form of thin flakes and can be used in the sausage kitchen and for other cooling purposes.

Because of the small floor space occupied by these new types of ice machines, their comparatively low first cost, economy of operation and cleanliness, they no doubt will come into quite general use in meat packing and sausage manufacturing plants. One advantage is that they can be used only as the plant's ice needs require. Ice production starts almost immediately after the machines are placed in operation.

REFRIGERATOR CAR PAINT.

The color a refrigerator car is painted has much to do with the penetration of solar heat into the car. This fact has been discovered by engineers of the U. S. Bureau of Agricultural Engineering, as the result of a study of refrigerator cars to find how heat insulating materials should be distributed on floor, roof and sides.

There was less penetration of solar heat through light colored paints than through others. Under like conditions of radiation and exposure to sunshine, car surfaces painted red were hotter than those painted yellow, but cooler than those painted black. It was also found that the difference between air and surface temperatures for stationary cars was about twice as great as for moving cars.

H. PETER HENSCHEN

Architect

PACKING PLANTS AND COLD STORAGE CONSTRUCTION

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Cold Storage Installation

All Kinds of Refrigerator Construction

JOHN R. LIVEZEY

Glenwood Avenue, West 22nd St., Philadelphia, Pa.

119 South St., Baltimore, Md.

1106 Sixteenth St. N. W., Washington, D. C.

REFRIGERATION NOTES.

General Cold Storage Co., organized recently in Detroit, Mich., has leased the cold storage warehouse on East Warren ave., and will use it as the main unit and headquarters. The building contains about 126,000 sq. ft. of floor space. Both a cold and dry storage business will be conducted.

Atlantic Southern Foods Co., Atlanta, Ga., was formed recently by Fred A. Woleben to sell and distribute frozen foods. A plant for quick freezing fruits and vegetables will be operated.

Capital stock of the Wapata Fruit & Cold Storage Co., Wapato, Wash., has been decreased to \$65,000.

The new cold storage plant of the Berwick Fruit Co., Berwick, N. S., Canada, has been completed and placed in operation.

A contract for a produce storage plant to be erected in Vineyard Haven, Mass., has been let by First National Stores, Inc. The cost will be \$30,000.

A 35-ton ice plant will be constructed in Tulsa, Okla., by the Independent Ice & Refrigerating Co. A site has been purchased. Construction will start about January 1.

Mongiello Bros., operators of cold storage and ice plants, have taken out a permit for the construction of a cold storage plant in Jersey City, N. J. The building will be one story high. The estimated cost is \$25,000.

It is reported that in connection with a plan to increase the production of Canadian cheese for export, 20 new cold storage plants will be erected in the province of Ontario.

Meat chilling rooms probably will be built soon at the Maitland Abattoirs, Cape Town, South Africa, to assist farmers in developing an export trade in chilled meats.

NEW OFFICERS OF N. A. P. R. E.

Officers elected at the annual meeting of the National Association of Practical Refrigerating Engineers, held in Chicago recently, are as follows:

President, John W. Neff, Chicago, Ill.; first vice president, Martin Vander Veer, New Haven, Conn.; second vice president, George G. Hall, Omaha, Neb.; secretary, Edward H. Fox, Chicago, Ill.; treasurer, Louis P. Mantz, Pittsburgh, Pa. Directors are J. E. Petermann, Chicago, Ill.; John A. Hawkins, San Francisco, Calif.; H. N. Royden, Los Angeles, Calif.

FROZEN POULTRY IN STORAGE.

Cold storage holdings of frozen poultry on Nov. 1, 1932, with comparisons:

	Nov. 1, 1932.	Oct. 1, 1932.	Nov. 1, 1931.
	M lbs.	M lbs.	M lbs.
Broilers	9,531	7,864	15,126
Fryers	8,005	3,906	5,566
Roasters	14,427	5,550	12,184
Fowls	7,146	3,932	7,439
Turkeys	1,024	2,591	2,303
Ducks	4,735	4,899	
Miscellaneous	10,214	7,843	22,100

PRODUCE IN COLD STORAGE.

Cold storage holdings butter, cheese, eggs, on Nov. 1, 1932, compared:

	Nov. 1, 1932.	Oct. 1, 1932.	Nov. 1, 1931.
	M lbs.	M lbs.	M lbs.
Butter, creamery	68,755	89,490	56,229
Cheese, American	68,807	68,555	69,611
Cheese, Swiss	4,577	4,908	9,740
Cheese, Brick and Munster	582	994	1,116
Cheese, Limburger	1,000	1,128	888
Cheese, all other	5,312	5,791	6,222
Eggs (cases)	3,207	4,895	5,745
Eggs, frozen	74,014	84,187	94,816

MEAT IMPORTS AT NEW YORK.

Principal meat imports at New York for the week ended Nov. 12, 1932:

Point of origin.	Commodity.	Amount.
Argentina—Canned corned beef.....		12,000 lbs.
Canada—Sausage		650 lbs.
Canada—Bacon		3,162 lbs.
Canada—Pork cuts		13,455 lbs.
Canada—Sweet pickled ham		9,000 lbs.
England—Ham		111 lbs.
England—Prepared meats		310 lbs.
Germany—Ham		8,370 lbs.
Germany—Sausage		14,003 lbs.
Germany—Bacon		288 lbs.
Germany—Bouillon cubes		2,355 lbs.
Italy—Sausage		4,962 lbs.
Italy—Ham		9,063 lbs.
Uruguay—Beef extract		43,200 lbs.

BRITISH HAM IMPORTS.

While showing a seasonal decline, imports of hams into Great Britain during September were 24 per cent larger than in the same month a year previous. As in other recent months the increase compared with a year ago was due to the much heavier supplies from Canada and Poland, imports from the United States continuing under last year's level. September imports totaled 62,306 cwt., as compared with 50,142 cwt. a year earlier. Total imports in the first nine months of 1932 were less than 3 per cent under last year's corresponding figures, being 606,277 cwt. compared with 622,578 in the 1931 period. United States imports declined by 27 per cent, but supplies from Canada, as well as from Poland and Argentina, were nearly three times as large as a year earlier.

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HORMEL AFTER SOUP MARKET.

A full page advertisement in three colors was used by George A. Hormel & Co., Austin, Minn., in Chicago newspapers on November 10, featuring the new Hormel Flavor-Sealed vegetable soup. It was one of the most outstanding pieces of food publicity that has appeared in the Chicago daily press, according to newspaper and advertising men, not only from the standpoint of attractiveness and attention-getting value, but from the directness of its appeal.

The heading read: "Double your money back if you don't say this is the best vegetable soup you ever bought." This offer it was explained was good for ten days. Further details of this double-your-money-back plan were explained in a box at the bottom of the page:

"Go to your nearest food store. Pay the regular price of 15c for one big 20-ounce can of Hormel Flavor-Sealed vegetable soup. Follow instructions on label and serve. If you sincerely do not believe it is the best vegetable soup you ever bought, write your reasons on the label, with your name and address, and mail before midnight, November 19, to Geo. A. Hormel & Co., Austin, Minn., who will return twice what you paid. Offer limited to one can to a purchaser."

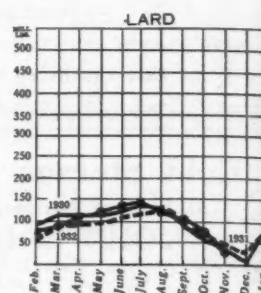
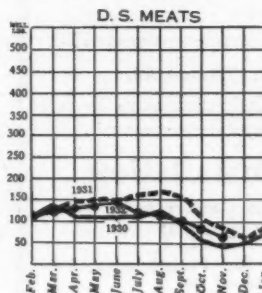
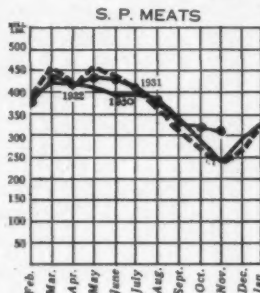
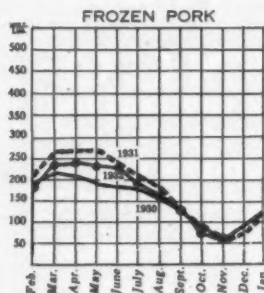
Further details told how the soup is produced from beef and 15 vegetables, and the method of cooking in the can whereby all of the flavors are retained. This is an entirely new way of preparing soup—nothing has to be added for serving—and is based on the original Hormel "flavor-sealed" idea which has made its canned hams, chicken, etc., famous.

PHILIPPINE BEEF TARIFF.

Beef and eggs are included in a long list of items proposed for increased tariffs to the Philippines by Governor General Theodore Roosevelt. Colonel Roosevelt has strongly approved pending measures in the legislature that would amend the tariff act of 1909, repealing the 100 per cent limit on rates, prevent dumping of foreign products, and provide for revaluation of imports now payable on a basis of depreciated currencies.

STORAGE STOCKS OF PORK AND LARD

IN THE UNITED STATES—U. S. GOVERNMENT REPORT



THE NATIONAL PROVISIONER CHART SERVICE—COPYRIGHT 1932 BY THE NATIONAL PROVISIONER, INC.

This chart in THE NATIONAL PROVISIONER MARKET SERVICE series shows the trends of storage stock accumulations during October and the first ten months of 1932 compared with 1931 and 1930 periods.

All stocks showed a seasonal decline although stocks of pickled and dry salt meats showed less decline than was recorded one and two years ago. This is attributed in large measure to weak buying power and, in the light of this, large supplies.

Frozen pork.—Stocks of frozen pork were below those of one and two years ago and considerably less pork went into the freezer than in October, 1931. The decline is usually sharp during this period when the end not only of the hog crop year has been reached but the end of the packer fiscal year. Selling campaigns were rather general, hog runs were not heavy and the production of miscellaneous fresh cuts was not burdensome. Most packers kept their current production moving as far as possible to avoid freezer accumulations. It was no particular task to dispose of most fresh cuts as the supply was not much more than adequate for the demand. The bulk of product that went to the freezer was green meat for future cure.

S. P. Meats.—There was fairly heavy smokehouse processing, current production was rather light for this season of the year, but outside demand for pickled meats was limited and in spite of some favorable conditions stocks showed only a slight decline.

D. S. Meats.—Stocks of dry salt meats declined due in large measure to the cheapness of the product which has made it moderately attractive to buyers. Stocks moved in fairly good shape during the month and met with fair seasonal demand which made considerable inroads on holdings.

Lard.—The nearby position of lard is somewhat acute. Supplies are very light with a strong demand from cash interests. Merchandising through domestic and export channels by means

of 1933 contracts seems to be suffering through sentiment among trade interests based on the theory that the unusually heavy supply of rough feed at ridiculously low prices will mean heavy lard hogs later on.

CHICAGO PROVISION STOCKS.

Stocks of meat and lard on hand in Chicago at the close of business Nov. 14, 1932, as reported by the Chicago Board of Trade were as follows:

	Nov. 14, 1932.	Oct. 31, 1932.	Nov. 14, 1931.
P. S. lard, made since Oct. 1, '32, lbs.	1,458,280	2,060,067	2,844,221
P. S. lard, made since Oct. 1, '31, to Oct. 1, '32, lbs.	1,139,441	5,966,024	5,620,625
Other kinds of lard, 4,046,976	4,539,436	2,965,064	
D. S. Cl. bellies, made since Oct. 1, '32, lbs.	4,664,133	4,124,108	3,614,652
D. S. Cl. bellies, made previous to Oct. 1, '32, lbs.	1,038,590	3,591,822	5,118,650
D. S. rib bellies, made since Oct. 1, '32, lbs.	285,430	423,900	177,195
D. S. rib bellies, made previous to Oct. 1, '32, lbs.	936,304	1,766,480	773,115
Ex. sh. cl. sides, made since Oct. 1, '32, lbs.	1,203	1,200	27,740
Ex. sh. cl. sides, made previous to Oct. 1, '32, lbs.	3,073	3,100	65,609

GERMAN HOGS AND LARD.

Hog receipts at the 14 principal German markets during the week ended November 3 totaled 63,022, compared with 61,374 in the previous week and 81,794 in the same week a year previous. Price of hogs in Berlin for the week ended November 3 were \$8.43, compared with \$8.54 the previous week and \$8.92 a year earlier. Lard in tierces in Hamburg was quoted at \$8.06 for the week ended November 3, \$8.17 the previous week and \$10.29 in the 1931 period.

BRITISH BACON MARKET.

Receipts of Continental bacon in the United Kingdom for the week ended November 3, 1932, totaled 87,524 bales, compared with 86,654 bales the previous week, and 125,712 bales in the same week of 1931. Prices at Liverpool are quoted per 100 lbs. as follows:

	Nov. 3, 1932.	Oct. 27, 1932.	Nov. 4, 1931.
American green bellies	\$8.26	\$8.53	\$8.50
Danish green sides	7.79	7.77	9.94
Canadian green sides	7.35	7.47	
American short cut green hams	8.67	8.92	12.44
American refined lard	7.02	7.04	8.80

STOCKS IN COLD STORAGE.

The figures for storage stocks on which the chart on this page is based are as follows:

	1930.			
	Frozen pork. Lbs. (000 omitted).	S. P. pork.	D. S. pork.	Lard. "
Jan.	145,078	368,126	107,782	82,086
Feb.	178,766	302,918	116,568	92,676
Mar.	217,942	443,882	123,740	111,914
Apr.	206,417	430,020	115,653	105,087
May	189,692	411,705	110,303	104,905
June	176,851	392,403	106,913	113,270
July	174,347	396,066	106,230	120,967
Aug.	157,842	370,732	114,477	118,823
Sept.	124,648	320,074	97,237	98,568
Oct.	92,305	283,079	71,143	80,723
Nov.	64,127	240,485	43,194	36,211
Dec.	77,158	285,824	48,573	31,159

	1931.			
	Frozen Lbs. (000 omitted)	S. P. pork.	D. S. pork.	Lard.
Jan.	124,778	328,806	69,721	51,064
Feb.	215,590	399,842	107,517	62,350
Mar.	269,212	453,841	129,922	75,450
Apr.	269,590	432,690	141,244	75,450
May	265,876	453,500	148,179	84,897
June	244,778	434,362	148,603	106,456
July	215,766	403,596	156,476	115,570
Aug.	181,214	365,235	168,280	122,230
Sept.	129,568	311,116	153,604	96,986
Oct.	81,757	276,832	116,047	69,087
Nov.	53,310	246,910	79,496	39,661
Dec.	69,512	262,375	62,576	33,915

	1932.			
	Frozen pork. Lbs. (000 omitted).	S. P. pork.	D. S. pork.	Lard.
Jan.	141,468	333,018	84,916	50,810
Feb.	187,075	383,411	106,962	78,526
Mar.	244,151	445,346	122,002	92,661
Apr.	248,308	420,099	124,969	98,411
May	239,745	430,200	127,837	110,724
June	224,778	436,413	127,001	129,326
July	196,095	414,872	120,743	131,569
Aug.	159,055	372,787	111,210	121,615
Sept.	121,114	347,941	100,423	106,130
Oct.	78,500	327,622	91,168	70,592
Nov.	59,544	306,758	65,561	34,368

MEAT AND LARD STOCKS.

Stocks of meat and lard on hand in the United States on November 1, as reported by the U. S. Bureau of Agricultural Economics are as follows:

	Nov. 1, '32.	Oct. 1, '32.	5-Year Av. Nov. 1-30.
Beef, frozen	22,896,000	14,139,000	37,095,000
in cure	8,565,000	7,989,000	9,898,000
Cured	3,984,000	3,781,000	6,900,000
Pork, frozen	59,844,000	78,519,000	67,237,000
D. S. in cure	35,267,000	45,178,000	43,341,000
D. S. cured	30,294,000	46,177,000	43,816,000
S. P. in cure	180,292,000	193,477,000	167,156,000
S. P. cured	126,496,000	134,832,000	104,330,000
Lamb and Mutton	2,874,000	1,983,000	3,714,000
Misc. Meats	37,080,000	40,058,000	57,308,000
Lard	34,358,000	70,656,000	66,282,000
Product placed in cure during:			
Oct., '32.			
Nov., '32.			
Pork, frozen	25,704,000	32,113,000	
D. S. pork placed in cure	41,484,000	41,536,000	
S. P. pork placed in cure	148,133,000	153,435,000	

Provision and Lard Markets

WEEKLY REVIEW

Trade Moderate—Market Barely Steady — Hogs Irregular — Western Run Moderate — Weights Heavier — Lard Stocks Decreasing Rapidly — Meat Trade Fair.

Market for hog products the past week was fairly active, particularly in lard. Commission house trade was divided, and while there was liquidation in evidence in lard futures at times, some investment buying developed. Packinghouse interests were buyers of January futures, apparently lifting hedges against cash sales. Some fresh hedging pressure came from other quarters, but the volume was not large.

Grain markets were a little better, but not sufficiently so to cut much figure. Erratic movements in live hogs attracted much attention. While the run of hogs to market this week was somewhat over that of the previous week, the volume did not come up to the arrivals at this time last year.

Receipts of hogs at western packing points last week were 332,323 head, against 360,900 head the previous week and 496,200 head the same week last year.

Towards the close of the previous week, top hogs at Chicago were up to around 4c. They broke this week to 3.40c, only to recover to 3.60c. Average price of hogs at Chicago last week was 3.65c, slumping to 3.35c this week, and recovering to 3.45c. A year ago, the average was 4.75c; two years ago, 8½c.

Hog Weights Up.

Average weight of hogs received at Chicago last week was 231 lbs., against 218 lbs. the same week last year and 222 lbs. two years ago. The heavier weights were regarded as significant of the favorable spread between corn and live hogs, which apparently is resulting in active feeding. This is not much of a factor at the moment, particularly in lard where the available supplies are light, but it is anticipated that it will be reflected in heavier lard supplies as the season progresses.

Cold storage holdings of lard on November 1, were 34,358,000 lbs. throughout the country, against 39,766,000 lbs. last year, and a five-year November 1 average of 66,283,000 lbs. Stocks of meats on November 1, was 507,595,000 lbs., against 466,021,000 lbs. last year, and a five-year November 1 average of 541,354,000 lbs.

Chicago lard stocks during the first half of November decreased 5,922,000 lbs., totaling 6,643,000 lbs., against 12,565,000 lbs. at the beginning of November and 11,429,000 lbs. in mid-November last year.

Consumption of hog products in the United States for the season October 1, 1931, to September 30, 1932, was apparently little affected by the business depression. The apparent disappear-

ance of meats and lard for that period is estimated by the U. S. Bureau of Agricultural Economics at 7,281,000,000 lbs., compared with 6,914,000,000 lbs. in 1930-31, and a five-year average of 7,001,000,000 lbs.

Lard Consumption Holding Well.

Consumption of lard was 1,025,000 lbs. in 1931-32, an increase of nearly 89,000,000 lbs., or 9.49 per cent. over the previous season, compared with a five-year average of 905,000,000 lbs.

Average dressed weight of the 43-558,000 hogs slaughtered during the season was 171.52 lbs., against 176.88 lbs. in 1930-31, and a five-year average of 175.03 lbs. Average cost the past season was \$4.05 per 100 lbs., against \$7.20 last year, and a five-year average of \$9.36.

Exports of lard for the week ended November 5, were 9,713,000 lbs., against 8,101,000 lbs. last year. Exports from January 1 to November 5 have been some 461,702,000 lbs., against 483,663,000 lbs. the same time last year.

Exports of hams and shoulders, including Wiltshires, for the week were 1,165,000 lbs., against 682,000 lbs. a year ago; pickled pork, 205,000 lbs.;

against 70,000 lbs. Bacon, including Cumberland, 594,000 lbs., against 583,000 lbs.

PORK—Market was steady, but met with a moderate demand at New York. Mess was quoted at \$16.50 per barrel; family, \$17.00 per barrel; fat backs, \$11.00@13.00 per barrel.

LARD—Domestic demand was quite good, and export demand fairly good. Prices, however, fluctuated with futures. At New York, prime western was quoted 5.90@6.00c; middle western, 5.80@5.90c; refined Continent, 6¼c; South America, 6½c; Brazil kegs, 7¼c; compound, car lots, 6@6¼c; smaller lots, 6¼@6½c; city, 5½c.

At Chicago, regular lard in round lots was quoted at 20c over November; loose lard, 25c under November; leaf lard, 25c under November.

See page 166 for later markets.

BEEF—Demand was quiet at New York, and the market was about steady. Mess was nominal; packet, nominal; family, \$12.50@13.50; extra India mess, nominal; No. 1 canned corned beef, \$1.97½; No. 2, \$3.90; 6 lbs. South America, \$12.00; pickled tongues, \$33.00 @35.00 per barrel.

Cut-Out Values Show Improvement

Product prices showing little change from those of a week ago but lower hog prices resulted in more favorable cutting values this week. Low supplies forced the top last week to \$4.00 but with the increased runs Monday and Tuesday the top dropped back to a low for the week of \$3.45, paid on Tuesday. Thursday's top climbed back to \$3.75 with an average price of \$3.50.

Receipts at the twelve principal markets during the four-day period of this week at 363,300 head were more than 100,000 head larger than in the previous week but considerably under the runs of the same time a year earlier. Shippers bought larger supplies at Chi-

cago this week than for some time past. This is always a supporting price factor.

The increased supplies included more unfinished hogs although the general quality of the runs was good. Underweights, packing sows and extremely heavy butchers were not in large supply.

The following test is worked out on the basis of live hog costs and green product prices at Chicago during the first four days of the current week as shown in THE NATIONAL PROVISIONER DAILY MARKET SERVICE. Average costs and credits are used. The highest cutting loss is on the heaviest average and this totals only 60c per head, which is a considerable improvement over recent weeks.

	160 to 180 lbs.	180 to 220 lbs.	225 to 250 lbs.	275 to 300 lbs.
Regular hams	\$.02	\$.83	\$.80	\$.78
Picnics	.24	.23	.23	.20
Boston butts	.26	.25	.25	.26
Pork loins	1.02	.90	.78	.66
Bellies, light	.62	.59	.58	.13
Bellies, heavy14	.35
Fat backs05	.13	.25
Plates and jowls	.05	.05	.07	.08
Raw leaf	.09	.10	.10	.10
P. S. lard, rend. wt.	.64	.68	.60	.57
Spare ribs	.07	.07	.00	.06
Regular trimmings	.08	.10	.11	.08
Rough feet	.02	.02	.02	.02
Tails	.01	.01	.01	.01
Neck bones	.01	.01	.01	.01
Total cutting value (per 100 lbs. live wt.)	\$4.03	\$3.80	\$3.72	\$3.56
Total cutting yield	67.50%	68.50%	70.00%	71.00%
Crediting edible and inedible offal to the above cutting values and deducting from these totals the cost of well finished live hogs of the weights shown, plus all expenses, the following results are secured:				
Profit per cwt.	\$.03
Profit per hog	.05
Loss per cwt.	...	\$.01	\$.11	\$.21
Loss per hog02	.26	.60

PORK EXPORT PROSPECTS.

Pork exports may increase somewhat during the next two years as a result of reduced foreign supplies, but it is unlikely that the United States will regain in that time much of the foreign trade in pork that has been lost in recent years, says G. B. Thorne and Preston Richards, economists of the U. S. Bureau of Agricultural Economics.

In a longer period the economists believe it is not improbable that pork exports will reach even a lower level than that which now prevails. They are more hopeful, however, with regard to foreign trade in lard, asserting that the United States is still the principal lard producing and exporting country, and it probably will continue to retain that position.

"A study of our export trade in hog products during the last fifty years," they say, "shows clearly that our present restricted foreign outlet for pork has resulted largely through the resumption of trends that were in evidence prior to the World War. The rapid increase in hog production in European countries during recent years to and beyond pre-war levels represents a restoration of the industry to what would have been its normal situation if there had been no war."

Regarding lard, the economists point out that the United States produces a surplus of lard largely because of the adaptability of the Corn Belt to the production of lard-type hogs. Because of the low yield of lard from hogs produced in European countries and the established position of American lard in British markets, foreign competition is

not so severe in lard production as it is in pork production.

There has been a marked expansion in the production of other oils and fats during recent years, and consumption of such products has increased in all the important consuming countries. Most of this increased competition in lard, however, has apparently resulted in reducing the world level of lard prices, rather than in affecting the volume of lard in international trade. The superior quality accredited to American lard in foreign markets apparently has been an important factor in the maintenance of the United States lard export trade.

GERMANY BARS LIVER IMPORTS.

Importation of frozen livers into Germany on and after Jan. 1, 1933, will not be permitted according to a new regulation published Oct. 10, 1932. Exceptions, however, can be made by the minister of finance up to March 31, 1933, to permit the admission of shipments arriving during this period for which contracts of sale were concluded prior to the publication of the new ruling.

German importation of frozen livers most of which come from the United States, averaged 4,000 metric tons with an average annual value of nearly \$1,000,000 during the four years 1927-1930, inclusive of which amount the United States supplied approximately 60 per cent. These imports, however, have declined steadily and rapidly since 1930, amounting to only 1,400 tons valued at \$260,000 in 1931, and to only

190 tons, with a value of \$27,000, during the first eight months of 1932. Decline in imports has come about through increased domestic demand for the product in the last two years.

Fresh livers are imported principally from Denmark. Lightly salted livers imported from the United States have shown an increase during the year.

EASTERN FERTILIZER MARKETS.

(Special Report to The National Provisioner.)

New York, Nov. 16, 1932.

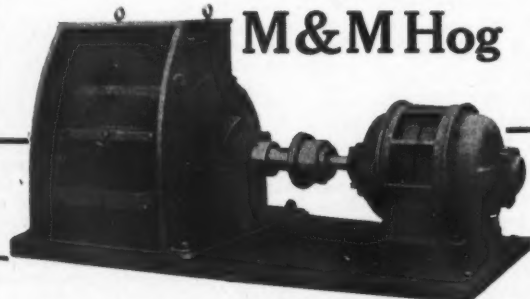
For the past two weeks a very small amount of business has been done in packing house by-products. Most buyers having covered for their near-by requirements of tankage and blood are taking a waiting attitude. Stocks of these materials have not accumulated to any extent, otherwise we would see lower prices.

Unground dried Menhaden fish scrap is again lower in price.

Only routine business is being done in nitrate of soda and sulphate of ammonia.

AUSTRIAN LARD RULE OFF.

Lard may now be imported into Austria without special government permits, provided it is sent in kegs weighing over 100 kilos and originates from countries with which commercial treaties have been concluded. On April 30, 1932, importation of lard was subjected to special governmental permits. Permits were granted on a basis of about 25 per cent of the amount imported during a corresponding period last year.

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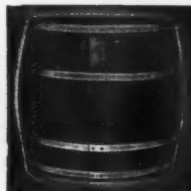
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Tallow and Grease Markets

WEEKLY REVIEW

TALLOW—There was no particular activity in the tallow market in the East the past week, but the price level, while showing little change, appeared somewhat steadier. A moderate volume of business was reported to have passed on a basis of 3c f.o.b. New York, but offerings at that level appeared rather limited.

At the same time, soapers did not appear anxious for supplies and were refusing to come up in their ideas at the moment. A firmer tone to the tallow market in the West was attracting some attention, but the irregular movements in major commodities, together with inability of prices to hold the swells, appeared to be making for some cautiousness in paying up for tallow supplies.

At New York, special loose was quoted at 2½¢; extra, 3c f.o.b.; edible, 4@4¼¢, nominal.

At Chicago, the market was rather dull and featureless in tallow, very little activity developing in nearby or later shipment. Scattered offerings were reported available at the market and meeting with a slow sale. Producers, however, were maintaining their ideas.

Edible at Chicago was quoted at 3½¢; fancy, 3½¢; prime packer, 3½¢; No. 1, 2½¢; No. 2, 2½¢. At the London auction this week, 337 casks were offered and 336 sold at prices averaging unchanged to 2s 3d higher than the previous sales. Mutton was quoted at 26@27s; beef, 24@28s; mixed 22s 6d @24s. At Liverpool, Argentine beef tallow, November-December, was up 9d for the week at 24s 3d. Australian beef tallow at Liverpool, November-December, was up 3d for the week at 24s.

STEARINE—Market was meeting with a slow demand in the East and was somewhat easier throughout the week. Oleo at New York was easy at 4½¢. At Chicago, demand was limited and the market was weaker. Oleo was quoted at 4c.

OLEO OIL—Demand was rather quiet and the market, as a result, was somewhat easier at New York. Extra was quoted at 5½¢; prime, 5½¢; 5½¢; lower grades, 5@5½¢. At Chicago, demand was moderate, but the market was fairly steady. Extra was quoted at 5½¢.

See page 166 for later markets.

NEATSFOOT OIL—Demand was rather moderate, and the market was barely steady. Pure at New York was quoted at 8c; extra, 7½¢; extra No. 1, 7c; cold test, 12½¢.

LARD OIL—Demand was moderate, but offerings were steadily held, a firmer feeling in raw materials having some influence. At New York, prime was quoted at 8½¢; extra winter, at 7½¢; extra, 7½¢; extra No. 1, 6½¢; No. 2, 6½¢.

GREASES—Position of the grease markets in the East was slightly better

this week, although no pronounced activity materialized. However, there was evidence of a little better feeling on the whole. Consumer interest was a little more evident, and producers were inclined to stiffen slightly in their ideas. As a result only a routine trade developed, the tendency being to look on pending developments. Indications were that consumers were reaching the point where they would again have to take hold more freely.

At New York, yellow and house were quoted at 2½¢; A white, 2½¢; B white, 2½¢. Choice white, export tierces was quoted at 3½¢@3¾¢.

At Chicago, sales of choice white grease at 3c c.a.f., November shipment, were reported, and sales of yellow greases, maximum 15 acid, at 2½¢ c.a.f. Chicago prompt shipment. Choice white grease and intermediate grades appeared to be holding fairly steady. At Chicago, brown was quoted at 2@2¼¢; yellow, 2¢@2½¢; B white, 2½¢; A white, 2½¢; and choice white, all hog, at 3c.

By-Products Markets

Blood.

Chicago, Nov. 17, 1932.

Market quoted in nominal way at \$1.00@1.25.

Unit. Ammonia.
Ground and unground.....\$1.00@1.25

Digester Feed Tankage Materials.

Round lots of 12 per cent sold this week at 85c; offers of \$1.00 reported.

Unit Ammonia.
Unground, 10 to 12% ammonia...\$.85@1.00 & 10c
Unground, 8 to 10% ammonia....@1.25 & 10c
Liquid stick......50¢@.60

Dry Rendered Tankage.

Dry rendered tankage in good demand. Offerings are not heavy.

Hard pressed and exp. unground per unit protein.....\$.37½@.42½
Soft prod. pork, ac. grease & quality, ton.....@20.00
Soft prod. beef, ac. grease & quality, ton.....@15.00

Packhouse Feeds.

Trading is not brisk. Prices largely nominal.

Per Ton.
Digester tankage, meat meal.....\$20.00@25.00
Meat and bone scraps, 50%.....25.00@30.00
Steam bone meal, special feeding per ton.....20.00@25.00
Raw bone meal for feeding.....20.00@21.00

Fertilizer Materials.

Market unchanged. Demand not large. Prices nominal.

High grd. ground 10@12% am...\$1.00@1.10 & 10c
Low grd., and ungr., 6-8% am...1.00@1.10 & 10c
Bone tankage, ungrd., low gd., per ton.....10.00@12.00
Horn meal.....@.80

Bone Meals (Fertilizer Grades).

Stocks of ground steam bone meal very light. Inquiries are not numerous.

Steam, ground, 3 & 50.....\$19.00@20.00
Steam, unground, 3 & 50.....@13.00

Gelatine and Glue Stocks.

Trading continues very light. Prices are largely nominal.

Per Ton.
Kip stock.....\$10.00@12.00
Calf stock.....15.00@18.00
Skins, piesies.....@10.00
Horn pits.....16.00@17.00
Cattle jaws, skulls and knuckles.....18.00@19.00
Hide trimmings (new style).....4.00@ 6.00
Hide trimmings (old style).....6.00@ 8.00
Pig skin scraps and trim., per lb.....@2½¢

Horns, Bones and Hoofs.

Offerings of packer bones limited.

Per Ton.
Horns, according to grade.....\$30.00@150.00
Mfg. shin bones.....65.00@110.00
Cattle hoofs.....@ 10.00
Junk bones.....@12.00

(Note—Foregoing prices are for mixed carloads of unassorted materials indicated above.)

Animal Hair.

Some bids in market for winter coil dried at \$15.00; producers asking \$20.00.

Summer coil and field dried.....½¢@ 1c
Winter coil dried.....½¢@ 1c
Processed, black winter, per lb.....3 ¢@4¢
Processed, grey, winter, per lb.....3 ¢@4¢
Cattle, switches, each*.....½¢@ 1c

*According to count.

IMPORT AND EXPORT FIGURES.

All import and export statistics of the United States are embodied in the recently issued 1931 edition of "Commerce and Navigation in the United States," compiled and published by the Department of Commerce. These statistics show countries of origin and destination of merchandise, also tables giving trade by customs districts and much other data important to manufacturers and exporters.

PACKINGHOUSE BY-PRODUCT YIELDS.

The estimated yield and production of by-products from slaughters under federal inspection in August, 1932, with comparisons:

	Average wt. per animal.		Per cent of live weight.		Production						Per cent of average.
	Aug. 1, 1931, to July 31, 1932.	Aug. 1, 1932.	Aug. 1, 1931, to July 31, 1932.	Aug. 1, 1932.	Aug. 1, 1931, to July 31, 1932.	Aug. 1, 1932.	Aug. 1, 1931, to July 31, 1932.	Aug. 1, 1932.	Aug. 1, 1931, to July 31, 1932.	Aug. 1, 1932.	
	Lbs.	Lbs.	Pct.	Pct.	M lbs.	M lbs.	M lbs.	M lbs.	M lbs.	M lbs.	Pct.
Edible beef fat ¹	38.12	36.00	4.02	3.85	298,900	26,904	26,587	22,622	84.08		
Edible beef offal.....	29.14	28.48	3.08	3.00	225,026	21,970	20,817	17,596	81.46		
Cattle hides.....	63.35	61.59	6.89	6.59	499,049	46,584	46,094	38,957	93.50		
Edible calf fat ¹	1.29	1.25	.73	.67	5,661	532	553	452	84.96		
Edible calf offal.....	6.67	6.78	3.80	3.62	30,434	2,638	2,382	2,452	82.95		
Lard ²	34.16	34.71	15.04	14.45	1,565,879	104,403	91,680	102,679	98.35		
Edible hog offal.....	6.45	6.85	2.84	2.85	285,088	20,277	17,653	20,264	99.45		
Pork trimmings.....	33.59	15.15	5.98	6.30	624,038	43,502	39,750	44,817	102.33		
Feedible hog grease ²	2.64	2.98	1.16	1.24	121,504	8,329	7,425	8,850	106.26		
Sheep edible fat ¹	1.60	1.48	2.00	1.89	20,650	2,171	2,578	2,335	107.55		
Sheep edible offal.....	2.00	1.97	2.50	2.39	37,037	2,456	3,175	2,961	111.11		

¹Unrendered. ²Rendered.



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SEPT. EDIBLE FAT EXPORTS.

September exports of oleo oil, oleo stock and lard, with countries of destination are reported by the U. S. Department of Commerce as follows:

	Oleo oil, lbs.	Oleo stock, lbs.	Lard, lbs.
Belgium	242,803	155,400	642,765
Czechoslovakia	17,150		38,353
Denmark	307,368	147,446	9,700
Finland			395,340
France	4,570		11,000
Germany	1,061,445	113,407	17,307,583
Greece	23,005		
Irish Free State			375,955
Italy	845,576	75,582	5,467,252
Norway	161,345	111,930	41,248
Sweden	92,048	100,823	8,250
Switzerland	11,718		
United Kingdom	1,120,083	136,406	10,701,535
Canada			530,991
British Honduras			14,858
Costa Rica			155,975
Guatemala			123,020
Honduras			18,685
Nicaragua			10,570
Panama			180,903
Salvador			
Mexico	11,550		1,760,080
Newfoundland & Labr.	8,046		17,100
Other Br. W. I.	4,054		2,616
Cuba	98,500		574,711
Dom. Republic	3,848		132,350
Haiti, Republic of			105,755
Brazil	38,823		
Colombia		3,700	14,850
Ecuador			62,875
Peru			34,640
Venezuela			22,070
Union So. Africa			21,810
All other			40,697
Total	4,07,833	855,614	44,788,627

In addition to the above 5,048 lbs. of oleo oil and 816,093 lbs. of lard were shipped to insular possessions.

Tallow exports for the month totaled 557,613 lbs., 516,269 lbs. of which went to Cuba and the balance to China.

Neutral lard exports totaled 334,281 lbs., the largest single quantity of which went to Germany, with Denmark second, Norway third and the United Kingdom fourth in order of quantity imported.

Lard compound containing animal fats was exported in a total amount for the month of 98,948 lbs., 45,000 lbs. of which went to Cuba.

Oleo stearine exports totaled 537,107 lbs., of which 238,512 lbs. went to the United Kingdom, 230,651 lbs. to Cuba, and 33,000 lbs. to the Netherlands.

Oleomargarine of animal or vegetable origin exported totaled 25,814 lbs.

COTTONSEED PRODUCTS EXPORT.

Exports of cottonseed products for one month ended September, 1932, reported by the U. S. Census Bureau:

	1932.	1931.
Oil, crude, lbs.	1,343,533	171,600
Refined, lbs.	1,282,747	1,081,526
Cake and meal, tons	2,000	15,652
Linters, running, bales	26,402	9,575

PRODUCTION AND CONSUMPTION OF COTTON SEED AND PRODUCTS.

Cotton seed received, crushed and on hand, and cottonseed products manufactured, shipped out, on hand and exported for three months ended Oct. 31, 1932, compared with a year ago, as reported by the U. S. Census Bureau:

	Received at mills* Aug. 1 to Oct. 31, 1932.	Crushed Aug. 1 to Oct. 31, 1932.	On hand at mills Oct. 31, 1932.
UNITED STATES	2,347,200	2,553,013	1,214,157
Alabama	126,640	166,975	46,394
Arizona	11,193	14,005	5,551
Arkansas	211,907	205,717	98,100
California	22,079	36,833	14,373
Georgia	174,075	170,790	124,298
Louisiana	123,294	133,189	73,883
Mississippi	304,066	306,785	151,986
North Carolina	105,843	90,507	62,860
Oklahoma	192,428	179,375	121,641
South Carolina	86,367	74,927	64,178
Tennessee	236,630	182,406	97,032
Texas	721,131	955,358	531,183
All other states	30,957	35,107	17,045

*Includes seed destroyed at mills but not 300,024 tons and 24,784 tons on hand Aug. 1, nor 14,757 tons and 6,691 tons reshipped for 1932 and 1931 respectively.

COTTONSEED PRODUCTS MANUFACTURED, SHIPPED OUT, AND ON HAND.

ITEM.	Season.	On hand Aug. 1, 1932.	Produced Aug. 1 to Oct. 31, 1932.	Shipped out Aug. 1 to Oct. 31, 1932.	On hand October 31, 1932.
Crude oil	1932-33	*29,523,581	437,686,860	370,004,619	*133,874,554
(pounds)	1931-32	8,096,071	424,586,236	361,533,318	116,950,535
Refined oil	1932-33	1628,420,148	**285,362,710		1581,582,720
(pounds)	1931-32	277,836,530	284,620,282		291,759,760
Cake and meal	1932-33	115,656	646,521	452,389	308,788
(tons)	1931-32	146,888	617,087	626,061	137,514
Hulls	1932-33	162,773	406,818	312,155	257,436
(tons)	1931-32	47,725	386,061	273,594	160,190
Linters	1932-33	235,521	221,612	185,422	271,711
(running bales)	1931-32	175,904	213,429	140,716	248,998
Hull fiber	1932-33	4,138	5,698	2,843	6,960
(500-lb. bales)	1931-32	3,564	8,719	3,376	8,907
Grabbots, notes, etc.	1932-33	15,250	6,856	5,957	16,140
(500-lb. bales)	1931-32	12,475	5,800	3,301	15,969

*Includes 4,182,066 and 18,217,053 pounds held by refining and manufacturing establishments and 7,235,770 and 29,669,453 pounds in transit to refiners and consumers August 1, 1932, and October 31, 1932, respectively.

**Includes 4,652,177 and 1,799,478 pounds held by refiners, brokers, agents, and warehousemen at places other than refineries and manufacturing establishments and 5,508,691 and 16,136,520 pounds in transit to manufacturers of lard substitute, oleomargarine, soap, etc., August 1, 1932, and October 31, 1932, respectively.

**Produced from 309,578,745 pounds of crude oil.

MEMPHIS PRODUCTS MARKETS.

(Special Report to The National Provisioner.)

Memphis, Tenn., Nov. 16, 1932.

Cottonseed meal market may be considered as having been steady during the session today. Market declined slightly. March meal, which sold at \$14.75 yesterday, sold today at \$14.75, with 200 tons selling at \$14.65 just before the close.

Trading was somewhat more active than it has been. There was little in the news today to establish the trend of the market one way or the other. Other commodity markets were inclined to drag. Hedge selling was very much in evidence, particularly on the more deferred positions which are carrying a premium. There was some disposition to sell December contracts and buy January at a difference of 50c per ton. The close of the market was quiet at a decline of 10c per ton.

Trading in cotton seed was rather restricted, and prices were practically unchanged. Market appeared to be stagnant, and the trade is awaiting new developments in the market for mill products. The close was unchanged.

VOIDS STATE MARGARINE TAX.

The state of Kentucky cannot levy a tax on oleomargarine shipped into the state from outside sources and sold by local stores which merely act as agents for the distributors, according to a decision rendered October 14 by Judge Alfred T. Burgevin in the Jefferson Circuit Court. The decision overruled one in a test case against a local grocery firm which failed to pay the state tax of 10c lb. on margarine. Judge Burgevin held the tax in such instances constituted taxing interstate commerce and as such was contrary to the constitution of the United States.

Vegetable Oil Markets

WEEKLY REVIEW

Trade Moderate—Prices Steady—Fluctuations Narrow—Leadership Lacking—Cash Trade Fair—Lard Action Discouraging—Crude Firm.

Conditions surrounding the cottonseed oil futures market the past week again failed to show any particular change from those obtaining of late. Volume of trade was moderate, and while prices were steady, the market fluctuated over narrow limits. Commission house and professional operations were on both sides and without particular feature, with a little further switching from nearby positions to the futures in evidence.

In the main, the market had difficulty holding the rallies due to the fact that buying power dried up on the bulges. However, on the breaks, no particular selling developed, and with a continued lack of hedge pressure it took but small scattered support to halt the declines.

Again the market failed to attract leadership on either side. While other markets showed some betterment at times, lard lagged behind and was somewhat depressing on oil. Outside markets, on the other hand, failed to hold the gains. As a result, oil was readily influenced by moderate sized operations either way.

Visible Supply Up.

Deliveries of three contracts of November were made by one firm, but no liquidation of consequence followed, tenders being stopped. Open interest in the spot month was light, and is now believed to be pretty well evened up. Cash oil trade was on a moderate scale, while the statistical report was looked upon as somewhat bearish.

October consumption was 219,000 bbls., against 375,000 bbls. a year ago. Consumption for the first three months of the season has been some 824,000 bbls., against 827,000 bbls. last year. The sharp falling off in distribution last month was somewhat discouraging and was thought to reflect the relative cheapness of lard.

Visible supply at the beginning of November totaled 2,615,000 bbls., against 1,963,000 bbls. the previous month and 1,727,000 bbls. the same time last season. This enormous stock serves again to revive some interest in the large available supplies, particularly as the last Government cotton crop estimate raised the outturn to 11,947,000 bales, compared with previous estimates of 11,425,000 bales. The new estimate exceeds all private expectations, and compares with 17,096,000 bales last year.

Markets Fairly Active.

The trade was more or less satisfied that the larger crop figure meant that unless there was considerable expansion in consumption of oil, the new crop would make for sufficient new oil for the seasonal requirements without eating materially if at all, into the huge carryover.

Crude markets throughout the week were moderately active and compara-

tively firm. In the Southeast and Valley, crude ranged from 3 to 3½c, and in Texas about ¼c under those levels. Indications were that the larger refiners continued to absorb the new crop readily. At the same time there were indications that the peak of the new crop movement was about over.

COCOANUT OIL—While no special activity was in evidence in this market, sellers were firmer in their ideas. The latter were holding for ¼@¼c better than recent quotations, but buyers were still holding off. In some quarters, it was felt that firm bids might shade the quoted levels. At New York, tanks were quoted at 3½c asked. At the Pacific Coast, tanks were quoted at 3c.

CORN OIL—While there was little or no interest from consumers, the market was steadier. Sellers were asking 3½c f.o.b. mills, or ¼c better than recently quoted.

SOYA BEAN OIL—Market was quiet and barely steady, with interest limited and routine. Tanks at New York were quoted at 2¼@3c; tanks f.o.b. southern mills, 2½@2¾c.

PALM OIL—Demand in this quarter was better for a time, but has since quieted, and the market has ruled steady. At New York, spot oil was in scanty supply and more or less nominal. Shipment Nigre was quoted at 2.70c; shipment Lagos, 3.40c nominal; 12½ per cent acid bulk, 2.95c; 20 per cent softs, 2.90c.

PALM KERNEL OIL—With demand quiet, the market was again more or less nominal and barely steady in tone. Bulk oil at New York was quoted at 3.35@3.40c.

OLIVE OIL—Demand in this quarter was fair, and offerings continued light and well held. At New York, spot was quoted at 5@5½c; shipment foots, 4.30@4.50c.

RUBBERSEED OIL—Market nominal.

SESAME OIL—Market nominal.

PEANUT OIL—Interest was fair and offerings moderate making for a steady situation. Tanks f.o.b. southern mills were quoted at 3¼@3½c nominal.

COTTONSEED OIL—Store oil de-

SOUTHERN MARKETS

New Orleans.

(Special Wire to The National Provisioner.)

New Orleans, La., Nov. 17, 1932.—Cotton oil futures were barely steady at about 10 points decline for the week. Crude is unchanged at 2¼c lb. for Texas and 2½@3c lb. bid and 3½@3¾c asked for Valley. Tendency is lower due to poor demand and accumulating stocks. Cotton seed is selling too high compared to products.

Memphis.

(Special Wire to The National Provisioner.)

Memphis, Tenn., Nov. 17, 1932.—Crude cottonseed oil, 3c lb.; forty-one per cent protein cottonseed meal, \$13.25; loose cottonseed hulls, \$2.00.

Dallas.

(Special Wire to The National Provisioner.)

Dallas, Tex., Nov. 17, 1932.—Prime cottonseed oil, 2½c; forty-three per cent meal, \$11.75; hulls, \$2.00.

COTTONSEED OIL

NEW YORK PRODUCE EXCHANGE

Leading World Market For

Cottonseed Oil Futures Trading

TRADING IN CURRENT AND SEVEN SUCCEEDING MONTHS

Grade: Bleachable Prime Summer Yellow Cottonseed Oil

mand was quiet, and the market was steady with futures at New York. Crude oil, Southeast and Valley, fluctuated between 3@3½c. The latter was the latest quotation. Texas was about ¼c less.

Market transactions at New York:

Friday, November 11, 1932.

	—Range—		—Closing—	
	Sales.	High.	Low.	Bid. Asked.
Spot				385 a nom.
Nov.	1	390	390	390 a Bid
Dec.				398 a 400
Jan.	28	402	397	399 a 402
Feb.				415 a 420
Mar.	2	420	420	420 a
April				420 a 435
May	30	430	425	429 a 433
June				432 a 440

Sales, including switches 70 contracts. Southeast crude, 87 under Jan. bid.

Saturday, November 12, 1932.

Spot				390 a Bid
Nov.				398 a Bid
Dec.	10	403	400	403 a 402
Jan.	5	404	404	405 a 410
Feb.				410 a 425
Mar.	5	424	424	425 a
April				425 a 440
May	1	435	435	435 a
June				437 a 445

Sales, including switches, 21 contracts. Southeast crude, 92 under Jan. bid.

Monday, November 14, 1932.

Spot				390 a Bid
Nov.				400 a Bid
Dec.	1	400	400	403 a 409
Jan.				408 a 412
Feb.				418 a 435
Mar.				426 a 433
April				430 a 445
May	2	440	440	438 a 442
June				440 a 450

Sales, including switches, 3 contracts. Southeast crude, 90 under Jan. bid.

Tuesday, November 15, 1932.

Spot				390 a Bid
Nov.				390 a Bid
Dec.	2	400	395	395 a
Jan.	1	407	407	398 a 404
Feb.				400 a 420
Mar.	1	418	418	413 a 420
April				416 a 425
May	8	438	425	425 a
June				425 a 435

Sales, including switches, 12 contracts. Southeast crude, 87 under Jan. bid.

Wednesday, November 16, 1932.

Spot				385 a Bid
Nov.				385 a Bid
Dec.	2	389	388	389 a 388
Jan.				390 a 392
Feb.				390 a 410
Mar.				405 a 410
April				408 a 418
May				419 a 420
June				420 a 430

Sales, including switches, 2 contracts. Southeast crude, 90 under Jan. bid.

Thursday, November 17, 1932.

Spot				380 a
Dec.		385	385	384 a 389
Jan.				387 a 392
Mar.				405 a 410
May		420	428	418 a

Later markets in next column.

Week's Closing Markets

FRIDAY'S CLOSINGS

Provisions.

Market for hog products covered narrow limits, holding about steady. Hogs backed and filled rapidly. Top was \$3.55. Cash trade is quieter. There is no pressure of actual lard, but fears of larger hog run checked buying power.

Cottonseed Oil.

Cotton oil trade is light and mixed; some switching of December to later months; market largely followed outside trend. Southeast crude, 86 under January bid; Valley, 96 under January bid; Texas, nominal; cash oil demand fair.

Quotations on bleachable cottonseed oil at New York Friday noon were:

Oct., \$3.83@3.88; Nov., \$3.80 bid; Dec., \$3.83@3.88; Jan., \$3.86@3.88; Feb., \$3.94@4.10; Mar., \$4.06@4.10; Apr., \$4.10@4.20; May, \$4.18@4.20; June, \$4.20@4.30.

Tallow.

Tallow, extra, 3c f.o.b.

Stearine.

Stearine, 4½c.

Friday's Lard Markets.

New York, Nov. 18, 1932.—Lard, prime western, \$5.90@6.00; middle western, \$5.80@5.90; city, 5½c; refined continent, 6¼c; South American, 6¼c; Brazil kegs, 7¼c; compound, 6¼@7c.

BRITISH PROVISION MARKETS.

(Special Cable to The National Provisioner.)

Liverpool, Nov. 17, 1932.—General provision market steady but firm. Demand improving for hams and pure refined lard. Picnics are slow.

Friday's prices were as follows: Hams, American cut, 64s; hams, long cut, none; shoulders, square, none; picnics, none; short backs, none; bellies, clear, 54s; Canadian, 42s; Cumberland, 47s; spot lard, 50s 6d.

ARGENTINE BEEF EXPORTS.

Cable reports of Argentine exports of beef this week up to Nov. 16, 1932, show exports from that country were as follows: To the United Kingdom, 74,852 quarters; to the Continent, 5,366 quarters. Exports the previous week were: To England, 38,783 quarters; to Continent, 2,560 quarters.

CHICAGO HIDE MOVEMENT.

Receipts of hides at Chicago for the week ended November 12, 1932, were 4,743,000 lbs.; previous week, 4,565,000 lbs.; same week last year, 4,841,000 lbs.; from January 1 to November 12 this year, 169,254,000 lbs.; same period a year ago, 183,227,000 lbs.

Shipments of hides from Chicago for the week ended November 12, 1932, were 7,308,000 lbs.; previous week, 6,592,000 lbs.; same week last year, 7,701,000 lbs.; from January 1 to November 12 this year, 214,858,000 lbs.; same period a year ago, 180,242,000 lbs.

HIDE PRICE DIFFERENTIALS.

The Adjustment Committee of the New York Hide Exchange on November 17, 1932, fixed the following price differentials between basis, premium and discount grades of hides which may be delivered against Exchange contracts. Differentials are effective Nov. 18, to prevail until further notice.

The following differentials in cents per pound are based on hides taken off in the United States and Canada in non-discount months of July, August and September, and on hides taken off in the Argentine in non-discount months of December, January and February.

Frigoifico.

Old Contract.—Steers, 1.65 premium; light steers, 2.40 premium; cows, 2.60 premium; extra light cows and steers, 1.45 premium.

New Contract.—Steers, 1.20 premium; light steers, 1.90 premium; cows, 2.15 premium; extra light cows and steers, 1.00 premium.

Packer.

Old Contract.—Heavy native steers, .50 premium; extra light native steers, no differential; heavy native cows, .50 discount; light native cows, basis; heavy butt branded steers, .50 premium; heavy Colorado steers, no differential; heavy Texas steers, .50 premium; light Texas steers, .25 discount; extra light Texas steers, .50 discount; branded cows, .50 discount.

New Contract.—Heavy native steers, .50 premium; extra light native steers, no differential; heavy native cows, .50 discount; light native cows, basis; heavy butt branded steers, .50 premium; heavy Colorado steers, no differential; heavy Texas steers, .50 premium; light Texas steers, .25 discount; extra light Texas steers, .50 discount; branded cows, .50 discount.

Packer Type.

Old Contract.—Native cows and steers, .50 discount; branded cows and steers, 1.05 discount.

New Contract.—Native cows and steers, .50 discount; branded cows and steers, 1.05 discount.

Pacific Coast.

Steers (native and branded), no differential; cows (native and branded), .50 discount.

Differentials on frigorifico hides are based on delivery duty paid.

WEEKLY HIDE IMPORTS.

Imports of cattle hides at leading U. S. ports, week ended Nov. 12, 1932:

Week ending	New York.	Boston.	Phila.
Nov. 12, 1932.....	12,781	2,327
Nov. 5, 1932.....	26,435
Oct. 29, 1932.....	14,216	1,000
Oct. 22, 1932.....	28,324	80	8,862
Nov. 14, 1931.....	512,329	48,219	194,989
Nov. 7, 1931.....	4,103	4,188
	13,584	125
	827,063	112,481	300,384

LARD AND GREASE EXPORTS.

Exports of lard from New York City Nov. 1, 1932, to Nov. 16, 1932, totaled 6,881,065 lbs.; tallow, none; greases, 213,600 lbs.; stearine, 44,000 lbs.

Hide and Skin Markets

Chicago.

PACKER HIDES—While trading was comparatively quiet this week in the packer hide market, the market appears steady to firm. A few hides dating late October and into November moved at prices steady with those obtained earlier for late summer take-off.

There appears to be no pressure either to buy hides or to sell. Buyers wanting small quantities of hides apparently have to pay steady prices to secure them. Hides are available on this basis for current quality, but packers' stocks have been placed in fairly good shape due to the heavy trading in recent weeks, and there is no anxiety to sell.

The total movement for the week, so far, has been only 9,500 hides, in scattered lots. While the volume of business in leather is somewhat below the peak of the earlier movement, consumption is still ahead of last year, and there is a continued good demand, especially for the cheaper leathers.

One packer sold 4,000 October-November native steers late this week at 6½c, steady. Extreme native steers last sold at 6c.

Butt branded steers steady at 6½c, paid for 1,000 October-November take-off. Colorados last sold at 6c. One packer sold 800 October-November heavy Texas steers early at 6½c, steady. Light Texas steers quoted 5½c last paid; extreme light Texas steers last sold at 5½c.

Demand is very light for heavy native cows. Some are offered at 6c, last paid by an upholstery outlet, although an outside packer since sold a few at 5½c. One lot of 1,200 November light native cows sold at 6c, steady. Branded cows last moved at 5½c.

One packer sold 2,500 April forward native bulls at 4c, steady. Branded bulls last moved at 4½c.

SMALL PACKER HIDES—Last trading in local small packer October trimmed native all-weights was at 5½c. Various outside small packer lots are reported available at 5c for natives and 4½c for branded, according to quality and location.

FOREIGN WET SALTED HIDES—Last trading in Argentine steers, previous week, was at \$21.00 gold, equal to 6½¢@67/16c, c.i.f. New York. According to late advice, buyers and sellers are apart. Buyers' ideas are higher, while sellers talk prices under last week. One lot of 4,000 Uruguay Nationals sold equal to 7½c, or ¼c over last week; 2,500 frigorifico light steers also sold equal to 7/16c.

COUNTRY HIDES—More interest was apparent in country hides during the early part of the week, although demand slackened off a bit later. All-weights quoted around 4½c, selected, delivered; not easy to secure at this price, but it appears to be buyers' limits. Heavy steers and cows 3½¢@3½c, nom. A few buff weights sold at 4½c, but this price is not freely bid for more. Extremes quoted 5¢@5½c, with some choice medium weights reported sold at 5½c.

CALFSKINS—Last trading in September packer calf is understood to

have been at 8½c for the under 9½ lb. at all points, with 9½/15 lb. from Chicago, St. Paul and St. Louis at 10½c, and from river points at 9½c. One packer has since sold bulk of October calf, while another is credited with having booked October light weights to tanning account.

Chicago city calfskins easier; one collector, early this week, sold a car 8/10 lb. at 7c, also car 10/15 lb. at 8½c, both ¼c under previous trading price. Late this week there was a car 8/10 lb. sold at 6½c, salted with old salt and not considered representative of market; car 10/15 lb. Detroit cities also sold at 8c, but seller reports these were practically sold to highest bidder at the moment to facilitate construction work. Outside cities, 8/15 lb., quoted around 7½c; mixed cities and countries, 6¢@6½c; straight countries, about 4½c. Car Chicago city light calf and deacons sold at 47½c, steady.

KIPSKINS—October packer native kipskins were fairly well sold up earlier at 8½c for northern and 7½c for southern. At close of last week, one packer sold a car August forward over-weights at 7½c for northern, 6½c for southern, steady. Another packer moved 2,500 September-October northern, and a third packer 3,000 August northern, at 7½c.

Car Chicago city kipskins sold at 7½c, steady. Outside cities around 7c; mixed city and country lots, 5½¢@6c; straight countries, about 4½c.

One packer sold 3,600 October regular slunks early this week at 40c, steady; hairless, 30¢@35c last paid.

HORSEHIDES—Occasional sales are reported on horsehides, with market quotable around \$2.00@2.25 for good city renderers, with manes and tails, delivered Chicago; mixed city and country lots, \$1.75@2.00.

SHEEPSKINS—Dry pelts about steady at 6c for full wools, short wools half-price. Shearlings continue in good demand, with offerings light; packers find no difficulty in securing firm prices; one packer sold a car ahead this week at 60c for No. 1's and 40c for No. 2's, while a choice lot moved recently at 65c and 45c; fresh clips last sold at 25c. Pickled skins are steady to a shade easier, due to deterioration in quality at this season and foreign importations. Current production running cocky and quoted \$3.00@3.25 per doz. for straight run, some quoting down to \$2.75; blind ribby lambs held at \$3.50@3.75; ribbys, \$2.50@2.75.

New York.

PACKER HIDES—Most packers were sold up to November 1 in earlier trading; only one packer reported holding hides prior to that date. At the close of last week, a car September-October butt branded steers was reported at 6½c, also car Colorados at 6c, same dating. August to October bulls earlier at 4c.

CALFSKINS—While no trading was reported in calfskins, the market appears a shade easier. Collectors' 5-7's last sold at 65c; 7-9's quoted around 90c, nom.; 9-12's quotable around \$1.25, nom. Packers' calfskins held at 10¢@15¢ over these prices, in a nominal way.

N. Y. HIDE EXCHANGE FUTURES.

Saturday, November 12, 1932—Old Contracts—Close: Dec. 5.45¢@5.60¢; Mar. 5.60b. Sales 1 lot.

New—Close: Dec. 5.35n; Mar. 6.10¢@6.15¢; June 6.60¢@6.65¢; Sept. 7.15¢@7.20. Sales 9 lots.

Monday, November 14, 1932—Old Contracts—Close: Dec. 5.25¢@5.50¢; Mar. 5.40b. Sales 2 lots.

New—Close: Dec. 5.25b; Mar. 6.00 sale; June 6.55b; Sept. 7.00 sale. Sales 28 lots.

Tuesday, November 15, 1932—Old Contracts—Close: Dec. 5.30 sale; Mar. 5.40b. Sales 13 lots.

New—Close: Dec. 5.25n; Mar. 5.96¢@6.04¢; June 6.51¢@6.60¢; Sept. 6.98¢@7.05. Sales 20 lots.

Wednesday, November 16, 1932—Old Contracts—Close: Dec. 5.00¢@5.10¢; Mar. 5.30n. Sales 1 lot.

New—Close: Dec. 5.00b; Mar. 5.85¢@5.90¢; June 6.40 sale; Sept. 6.85 sale. Sales 16 lots.

Thursday, November 17, 1932—Old Contracts—Close: Dec. 4.55 sale; Mar. 5.30b. Sales 26 lots.

New—Close: Dec. 4.80b; Mar. 5.60¢@5.70¢; June 6.10¢@6.20¢; Sept. 6.65 sale. Sales 41 lots.

Friday, November 18, 1932—Old Contracts—Close: Dec. 4.65b; Mar. 5.35b. Sales 6 lots.

New—Close: Dec. 4.65b; Mar. 5.65¢@5.70¢; June 6.20 sale; Sept. 6.70¢@6.75. Sales 10 lots.

CHICAGO HIDE QUOTATIONS.

Quotations on hides at Chicago for the week ended Nov. 18, 1932, with comparisons, are reported as follows:

PACKER HIDES.			
	Week ended Nov. 18.	Prev. week.	Cor. week, 1931.
Spr. nat.	7 @ 7½¢	7 @ 7½¢	8½¢ @ 9½¢
Hvy. nat.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
Hvy. Tex.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
Hvy. butt brand'd	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
stra.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
Hvy. Col.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
Ex-light Tex.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
stra.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
Brnd'd cows.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
Hvy. nat.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
La. nat. cows.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
Nat. bulls.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
Brnd'd bulls.	8 @ 8½¢	8 @ 8½¢	8½¢ @ 9½¢
Calfskins	8½¢ @ 10½¢	8½¢ @ 10½¢	10 @ 11½¢
Kips, nat.	8½¢ @ 10½¢	8½¢ @ 10½¢	10 @ 11½¢
Kips, ov-wt.	8½¢ @ 10½¢	8½¢ @ 10½¢	10 @ 11½¢
Kips, brand'd 6	8½¢ @ 10½¢	8½¢ @ 10½¢	10 @ 11½¢
Slunks, reg.	30 @ 35	30 @ 35	20 @ 30
Slunks, hris. 30	30 @ 35	30 @ 35	20 @ 30

Light native, butt branded and Colorado steers 1c per lb. less than heavies.

CITY AND SMALL PACKERS.

	Week ended Nov. 18.	Prev. week.	Cor. week, 1931.
Nat. all-wts.	5½¢ @ 5½¢	5½¢ @ 5½¢	7½¢ @ 7½¢
Branded	5½¢ @ 5½¢	5½¢ @ 5½¢	7½¢ @ 7½¢
Nat. bulls.	5½¢ @ 5½¢	5½¢ @ 5½¢	7½¢ @ 7½¢
Brnd'd bulls.	5½¢ @ 5½¢	5½¢ @ 5½¢	7½¢ @ 7½¢
Calfskins	7½¢ @ 8½¢	7½¢ @ 8½¢	8½¢ @ 9½¢
Kips	7½¢ @ 8½¢	7½¢ @ 8½¢	8½¢ @ 9½¢
Slunks, reg.	30 @ 35	30 @ 35	20 @ 30
Slunks, hris.	30 @ 35	30 @ 35	20 @ 30
Hvy. steers.	3½¢ @ 3½¢	3½¢ @ 3½¢	4½¢ @ 4½¢
Hvy. cows.	3½¢ @ 3½¢	3½¢ @ 3½¢	4½¢ @ 4½¢
Butts	4½¢ @ 4½¢	4½¢ @ 4½¢	5½¢ @ 5½¢
Extremes	5 @ 5	5 @ 5	7 @ 7
Bulls	5 @ 5	5 @ 5	7 @ 7
Calfskins	4½¢ @ 4½¢	4½¢ @ 4½¢	5½¢ @ 5½¢
Kips	4½¢ @ 4½¢	4½¢ @ 4½¢	5½¢ @ 5½¢
Light calf.	25¢ @ 25¢	25¢ @ 25¢	25 @ 25
Deacons	25¢ @ 25¢	25¢ @ 25¢	25 @ 25
Slunks, reg.	10¢ @ 10¢	10¢ @ 10¢	10 @ 10
Slunks, hris.	10¢ @ 10¢	10¢ @ 10¢	10 @ 10
Horsehides	1.70¢ @ 2.25	1.70¢ @ 2.25	1.50¢ @ 2.75

SHEEPSKINS.

	Week ended Nov. 18.	Prev. week.	Cor. week, 1931.
Pkr. lambs.	45 @ 45	45 @ 45	50 @ 50
Sml. pkr.	45 @ 45	45 @ 45	50 @ 50
lamb.	45 @ 45	45 @ 45	50 @ 50
Pkr. shears.	57½¢ @ 57½¢	57½¢ @ 57½¢	60 @ 60
Dry pelts.	6 @ 6	6 @ 6	6 @ 6

Live Stock Markets

CHICAGO

(Reported by U. S. Bureau of Agricultural Economics.)

Chicago, Nov. 17, 1932.

CATTLE—Compared with week ago: Fat steers and long yearlings, 50c@ \$1.00 lower, light steers and yearlings showing most decline; meager supply common grade offerings, all weights, 25@50c lower, most decline falling on steers and yearlings of value to sell at \$5.50 upward. There was a fairly active demand for cutter and common beef cows and common to medium butcher heifers. Fat cows and good to choice butcher heifers and comparable grade heifer and mixed yearlings shared steer decline; bulls weak; vealers, \$1.00 lower; extreme top fat steers, \$8.10; practical top, \$8.00. Choice steers of all representative weights closed weak on \$6.50@7.00 basis, only strictly choice to prime offerings making \$7.50 and better. General price levels is at new low for year; average cost of slaughter steers around \$6.25.

HOGS—Compared with week ago: Market 25c to mostly 40c lower; lighter weights off least; pigs, only 10@15c lower; packing sows, 10@20c down. Increased supply was bearish factor early, but aggressive buying strengthened in mid-week market only to find values sagging at close. Early top, \$3.65; low top, \$3.45; closing top on underweights, \$3.75; others, mostly \$3.50 down late today. Today's bulks: 140 to 170 lbs., \$3.50@3.75; 180 to 300 lbs., opened \$3.60 and \$3.65, closed \$3.40@3.50; pigs, \$3.25 @3.75; packing sows, \$2.80@3.25.

SHEEP—Compared with week ago: Fat lambs, unevenly 25@75c lower, well finished heavies showing maximum downturn, spots off more; slaughter ewes scarce and stronger. Top receded from \$6.25, paid Monday, to \$5.75. Today's bulks follow: Good to choice native and fed western lambs, \$5.25@5.50, around 90-lb. weights going at outside price; native throwouts, \$3.50 @4.00; few, \$4.25 to killers; fat ewes, \$1.50@2.25.

KANSAS CITY

(Reported by U. S. Bureau of Agricultural Economics.)

Kansas City, Kan., Nov. 17, 1932.

CATTLE—Increased receipts, most

of which were fed steers and yearlings, were responsible for a weaker undertone in the trade. Values ruled 25@50c lower, with medium weight and heavy steers sharing the full loss. Light yearlings and fat she stock met the best demand and are 25c under a week ago. The practical top for the week rested at \$7.10 on choice 1,102-lb. fed steers, although several small lots of show cutouts from the American royal brought \$7.25@8.00. Cutter cows are weak to 25c off, but bulls held about steady. Vealers and killing calves are weak to 50c lower, with selected lots at \$5.50.

HOGS—A rather uneven trade featured the hog market, but the general undertone has been weaker. Substantial price reductions were effected early in the week, but at the close considerable strength was in evidence and a good share of the loss was recovered. Final values are around 25c under a week ago, with the late top at \$3.40 on desirable grades scaling from 160 to 240 lbs. Bulk of the late arrivals of all weights cleared from \$3.25@3.40. Packing sows are 15@25c lower at \$2.50@3.00.

SHEEP—Fat lamb prices were under pressure, and closing levels are fully 50c lower than last Thursday. Practically no range lambs have been offered, and the week's top rested at \$5.85 on best fed westerns. Most of the natives and fed offerings cleared from \$5.25@5.65. Mature sheep held about steady, with \$1.25@1.75 taking the bulk of the fat ewes.

ST. LOUIS

(Reported by U. S. Bureau of Agricultural Economics.)

East St. Louis, Ill., Nov. 17, 1932.

CATTLE—Compared with one week ago: Steers sold 50c lower; mixed yearlings and heifers, 25@50c lower; cow stuff and bulls, steady; vealers, 75c lower. Bulk of steers registered \$4.50 @6.50; top yearlings, \$7.75; best matured steers, \$6.35. Most mixed yearlings and heifers brought \$4.75@6.00, top heifers landing \$7.00; best mixed steers and heifers, \$6.75; cows, largely \$2.50@3.25; top, \$4.00; low cutters, \$1.25@1.75. The period closed with top sausage bulls, \$3.00; best, \$5.75.

HOGS—Compared with one week

ago: Hog prices show 20@35c loss, with pigstuff off 15@25c; packing sows, 10@15c lower. Top hogs today scored \$3.65, with 150- to 230-lb. averages largely \$3.50@3.65; 240- to 270-lb. weights, \$3.35@3.45; weights from 100 to 140 lbs., \$3.60@3.75; roasting pigs, upward to \$4.50. Sows sold mostly from \$2.60@2.90 in a range of \$2.50@3.00.

SHEEP—Lambs showed sharp losses during a period of slow trading, with fat kinds off mostly 75c; common throwouts, steady to 25c lower. Sheep held to a steady basis. Top lambs for the week reached \$6.25, with today's best price \$5.75 to butchers; sales to packers largely \$4.75@5.00; top to big killers, \$5.25; common throwouts, largely \$3.00; fat ewes, \$1.50@2.00.

OMAHA

(Reported by U. S. Bureau of Agricultural Economics.)

Omaha, Neb., Nov. 17, 1932.

CATTLE—Fed steers and yearlings were under price pressure all through the week, and declines amounting to 25@50c were enforced, yearlings and light steers showing the least loss. Heifers also lost 25@50c, and cows closed weak to 25c lower. Bulls held steady, and vealers declined \$1.00@1.50. The week's top price of \$7.75 was paid for choice medium weights averaging 1,191 lbs. Small lots of choice heavy heifers sold at \$6.75@7.10. Practical top on vealers dropped to \$4.00.

HOGS—Comparisons Thursday with Thursday show hog prices steady to 15c lower. Thursday's top was \$3.35; bulk all weights, \$3.00@3.30; packing sows, \$2.75@3.00.

SHEEP—Slaughter lambs and aged sheep developed weakness in sympathy with the lower dressed lamb trade. Comparisons Thursday with Thursday show lamb prices 50@60c lower; matured sheep, weak to 25c lower. Thursday's bulk fed woolled lambs, \$5.00@5.25; top, \$5.35; sorted natives, mostly \$5.00; fed clipped lambs, \$4.85; good and choice ewes, \$1.00@1.50.

SIoux CITY

(Reported by U. S. Bureau of Agricultural Economics.)

Sioux City, Ia., Nov. 17, 1932.

CATTLE—Slaughter steers and yearlings largely indicated 50c losses this week. Some plain short feds escaped

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with less downturn, and less attractive weightier offerings closed with greater declines. Choice 1,110-lb. averages made \$7.50, and several loads scaling 969 to 1,190 lbs. cashed at \$7.00@7.25. The majority earned \$4.75@6.25, and plainer short feds dropped below that spread. Fat she stock lost early strength. Choice heifers reached \$6.50, beef cows bulked at \$2.25@3.25, and most low cutters and cutters earned \$1.50@2.00. Bulls and vealers showed little change, as medium kinds finished \$2.65 down. Select vealers sold up to \$6.00.

HOGS—Price fluctuations featured in the outlet for increased local receipts. Price pressure early in the week was followed by an improved demand from all quarters, and at the close most classes were rated steady with a week ago. Thursday's top rested at \$3.40; bulk 180 to 300 lbs., \$3.20@3.30; 300 to 375 lbs., \$3.00@3.20; 140 to 180 lbs., mostly \$3.00@3.25; packing sows, \$2.50@2.95.

SHEEP—Persistent bearish buying dropped local fat lamb prices mostly 50@75c. The late bulk good to choice lighter weight lambs sold \$5.00@5.25; top, \$5.25; 98- to 105-lb. offerings, \$4.50@5.00. Aged sheep ruled steady to weak. Scattered lots of fat ewes sold at \$1.75 down, with strictly choice grades quoted at \$2.00.

ST. PAUL

(By U. S. Bureau of Agricultural Economics and Minnesota Department of Agriculture.)

So. St. Paul, Minn., Nov. 16, 1932.

CATTLE—Excessive cattle runs, in response to last week's upturn, made for a series of uneven declines which erased all of last week's advance. Better grade fed yearlings sold today at \$6.25@7.00; shortfeds, down to \$4.00. Beef cows dropped back to \$2.25@3.00 bulk; heifers, \$3.00@4.00; all cutters, \$1.25@1.75; medium grade bulls, \$2.75 down. Vealers were back to the recent low point selling from \$4.00 down.

HOGS—Similar trends developed in the hog house this week, until today when a steady to 10c or more higher market developed. Closing values are much the same as those of a week earlier. Better 160- to 260-lb. weights sold at \$3.00@3.10; heavier butchers, downwards to \$2.85; light lights, largely \$2.75@3.00; packing sows, \$2.10@2.60; pigs, mainly \$2.85.

SHEEP—Slaughter lambs also lost all of the recent advance, downturns of 50@75c this week placing better natives at \$5.25; throwouts, to \$3.00. Ewes continued steady and sold from \$1.75 down.

ST. JOSEPH

(Reported by U. S. Bureau of Agricultural Economics.)

St. Joseph, Mo., Nov. 17, 1932.

CATTLE—Light yearlings, including heifers, are 50c, and in many spots 75c lower this week, which completely erases last week's strength. Beef steers and long yearlings show a 25@50c decline, with the better kinds suffering most. Cows dropped 25c, calves 50c and vealers 50c@1.00. The bull market is strong to 25c higher. A few loads of better light steers and yearlings brought \$6.75@7.25, the latter price top; best mixed yearlings, \$6.65. Bulk of steers and yearlings brought

\$4.75@5.75; a scattering of common quality, \$4.00@4.50; most fat heifers, \$4.25@5.50; top cows, \$3.75 and \$4.00; bulk, \$2.25@3.25; cutters and low cutters, \$1.25@2.00; bulls, mainly \$2.00@2.60; late top vealers, \$4.50; most killing calves, \$3.00@4.25 late.

HOGS—Hogs, which advanced fully 50c on the short supplies last week, have backed down about a quarter. A rally yesterday and today helped the market, which stood fully 40c lower at one stage. Top, which was \$3.60 a week ago, broke to \$3.20 Tuesday, but was advanced to \$3.40 today. Bulk of hogs, 150- to 300-lb., brought \$3.20@3.30 today; some common and medium grades, \$2.50@3.10; sows, mostly \$2.50@2.90. The week's receipts locally show a 65 per cent increase.

SHEEP—The \$6.00 lamb top, which featured last week's trade, disappeared as abruptly as it came, actual top today being \$5.25. Choice lambs were quotable at \$5.35. A drop of 50@75c is indicated. Top native lambs brought \$5.25 late; fat yearlings, \$4.50; fat ewes, \$2.50.

LIVESTOCK AT 61 MARKETS.

Receipts and disposition of livestock at 61 leading markets during October, 1932, as reported by the U. S. Bureau of Agricultural Economics:

	CATTLE.		
	Receipts.	Local slaughter.	Total shipments.
Total	1,946,239	626,524	672,914
Oct. av. 5 years	1,783,060	776,954	999,760
1927-1931	1,783,060	776,954	999,760
Total	540,777	335,354	193,112
Oct. av. 5 years	636,402	397,474	236,200
1927-1931	636,402	397,474	236,200
Total	2,091,440	1,829,896	855,219
Oct. av. 5 years	3,462,062	2,143,565	1,315,017
1927-1931	3,462,062	2,143,565	1,315,017
Total	3,265,208	1,340,006	1,899,814
Oct. av. 5 years	3,871,406	1,394,792	2,485,151
1927-1931	3,871,406	1,394,792	2,485,151

U. S. INSPECTED HOG KILL.

Inspected hog kill at 8 points during week ended Friday, Nov. 12, 1932, as reported to THE NATIONAL PROVISIONER was as follows:

	Week ended Nov. 12, 1932.	Prev. week, 1931.	Cor. week, 1931.
Chicago	79,179	117,707	155,589
Kansas City, Kan.	32,759	44,629	46,616
Omaha	16,215	27,745	29,398
St. Louis & East St. Louis ..	37,692	42,642	52,832
Sioux City	11,567	21,962	23,987
St. Paul	26,119	46,249	64,954
St. Joseph	11,811	14,854	17,583
New York and J. C.	53,981	52,515	40,230
Total	275,123	368,331	431,189

Watch the "Wanted" and "For Sale" page for business opportunities and bargains in equipment.

CORN BELT DIRECT TRADING.

(Reported by U. S. Bureau of Agricultural Economics.)

Des Moines, Ia., Nov. 17, 1932.

Prices were on the downgrade late last week and the first two days of this week at 21 concentration points and 7 packing plants in Iowa and Minnesota, but the four-day decline resulted in a let-up in marketing and a large share of the loss was regained the past two days. Compared with last Thursday, current prices are mostly around 10c lower. Late bulk, good to choice 180 to 280 lbs., \$3.00@3.25; long haul consignments, up to \$3.35 at a few yards; big weight butchers, down to \$2.75 and below; bulk of light and medium weight packing sows passed over the scales at \$2.25@2.80.

Receipts of hogs unloaded daily at these 21 concentration yards and 7 packing plants for week ended Nov. 17:

	This week.	Last week.
Friday, Nov. 11	34,300	13,700
Saturday, Nov. 12	27,200	15,500
Monday, Nov. 14	54,300	36,300
Tuesday, Nov. 15	21,300	15,200
Wednesday, Nov. 16	16,300	11,800
Thursday, Nov. 17	14,400	19,800

Unless otherwise noted, price quotations are based on transactions covering deliveries showing neither excessive weight shrinkage nor fills.

CANADIAN LIVESTOCK PRICES.

Leading Canadian centers top livestock price summary, week Nov. 10 are reported as follows:

BUTCHER STEERS.			
Up to 1,050 lbs.			
	Week ended Nov. 10.	Prev. week.	Same week, 1931.
Toronto	\$ 4.50	\$ 4.75	\$ 6.25
Montreal	4.25	4.25	5.50
Winnipeg	4.00	3.75	5.50
Calgary	3.15	3.00	4.25
Edmonton	3.50	3.50	4.50
Prince Albert	3.00	2.75	4.00
Moose Jaw	3.00	2.75	4.00
Saskatoon	3.50	3.50	4.25
VEAL CALVES.			
Toronto	\$ 6.50	\$ 7.50	\$ 8.00
Montreal	6.75	6.75	8.50
Winnipeg	5.00	5.00	6.50
Calgary	3.75	4.00	5.00
Edmonton	3.50	3.50	5.50
Prince Albert	2.50	2.50	5.00
Moose Jaw	3.00	3.50	5.00
Saskatoon	3.50	3.50	5.00
SELECT BACON HOGS.			
Toronto	\$ 4.35	\$ 4.60	\$ 6.10
Montreal	4.65	4.75	5.75
Winnipeg	3.00	3.75	4.75
Calgary	3.50	3.75	5.00
Edmonton	3.30	3.50	4.75
Prince Albert	3.10	3.50	4.45
Moose Jaw	3.25	3.75	4.45
Saskatoon	3.30	3.70	4.45
GOOD LAMBS.			
Toronto	\$ 4.75	\$ 4.75	\$ 6.75
Montreal	4.25	4.35	6.50
Winnipeg	4.00	4.50	5.75
Calgary	3.75	4.00	4.50
Edmonton	3.50	3.50	5.00
Prince Albert	2.50	2.50	4.00
Moose Jaw	3.25	3.25	5.00
Saskatoon	2.65	2.65	4.00

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LIVE STOCK BUYING ORGANIZATION

PACKERS' PURCHASES

Purchases of livestock by packers at principal centers for the week ended Saturday, November 12, 1932, with comparisons, are reported to THE NATIONAL PROVISIONER as follows:

CHICAGO.

	Cattle.	Hogs.	Sheep.
Armour and Co.	5,629	2,044	6,876
Swift & Co.	4,757	508	15,992
Wilson & Co.	3,875	2,750	6,415
Morris & Co.	1,417	624	3,769
Anglo-Amer. Prov. Co.	1,602
G. H. Hammond Co.	1,298	1,004
Libby, McNeill & Libby.	389
Shippers	12,502	14,107	15,060
Others	7,920	18,254	5,587
Brennan Pkg. Co.	4,187	hogs; Boyd, Lunham & Co., 714	hogs; Hygrade Food Products Corp., 2,885
hogs; Agar Pkg. Co.	5,706	hogs;	
Total:	39,388	cattle; 5,217	calves; 51,843
hogs;			53,962
sheep.			

Not including 907 cattle, 808 calves, 19,966 hogs and 17,075 sheep bought direct.

KANSAS CITY.

	Cattle and Calves.	Hogs.	Sheep.
Armour and Co.	2,869	2,936	2,000
Cudahy Pkg. Co.	2,789	1,710	3,529
Morris & Co.	1,421	1,024	1,024
Swift & Co.	2,834	4,436	2,819
Wilson & Co.	2,828	2,604	2,507
Independent Pkg. Co.	250
Joseph Baum Pkg. Co.	518	18
Others	5,501	4,346	48
Total	19,624	17,700	12,639

OMAHA.

	Cattle and Calves.	Hogs.	Sheep.
Armour and Co.	3,994	4,772	3,785
Cudahy Pkg. Co.	2,951	3,977	5,470
Dold Pkg. Co.	615	3,743
Morris & Co.	1,720	535	410
Swift & Co.	3,984	2,290	3,817
Eagle Pkg. Co., 1 cattle; Geo. Hoffman Pkg. Co., 30 cattle; Grit. Omaha Pkg. Co., 10 cattle; Mayerovich Pkg. Co., 7 cattle; Omaha Pkg. Co., 36 cattle; J. Roth & Sons, 57 cattle; So. Omaha Pkg. Co., 32 cattle; Lincoln Pkg. Co., 136 cattle; Nagle Pkg. Co., 36 cattle; Sinclair Pkg. Co., 760 cattle; Wilson & Co., 186 cattle; Morrell Pkg. Co., 2 cattle.			
Total:	14,507	cattle and calves; 25,952	hogs;
13,482	sheep.		

EAST ST. LOUIS.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	1,534	710	2,207	2,089
Swift & Co.	1,544	953	2,334	2,148
Morris & Co.	380	304	537	282
Hunter Pkg. Co.	623	46	5,553	132
Siebel Pkg. Co.	1,759
Krey Pkg. Co.	2,496
Hell Pkg. Co.	1,707
Circle Pkg. Co.	492
Independent Pkg. Co.	598	608	15
Shippers	3,300	2,960	19,258	322
Others	2,819	478	11,463	261
Total	10,802	5,481	48,414	5,196

Not including 2,052 cattle, 1,212 calves, 33,239 hogs and 1,362 sheep bought direct.

ST. JOSEPH.

	Cattle.	Calves.	Hogs.	Sheep.
Swift & Co.	2,009	297	8,642	6,026
Armour and Co.	2,360	299	4,773	3,581
Others	702	138	4,390	240
Total	5,071	734	20,516	10,447

SIOUX CITY.

	Cattle.	Calves.	Hogs.	Sheep.
Cudahy Pkg. Co.	1,383	78	4,364	3,107
Armour and Co.	1,795	90	4,518	3,280
Swift & Co.	1,245	77	2,805	3,523
Shippers	935	19	3,025
Others	166	12	61
Total	5,524	276	14,773	9,910

OKLAHOMA CITY.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	1,289	357	2,154	576
Wilson & Co.	1,165	344	2,144	507
Others	141	51	548
Total	2,575	748	4,847	1,083

Not including 51 cattle and 62 calves bought direct.

WICHITA.

	Cattle.	Calves.	Hogs.	Sheep.
Cudahy Pkg. Co.	925	211	2,960	911
Dold Pkg. Co.	334	53	2,133	18
Keefe-Le Sturgeon.	62
Fred W. Dold.	101
Total	1,421	264	5,119	929

Not including 2,472 hogs bought direct.

DENVER.

	Cattle.	Calves.	Hogs.	Sheep.
Swift & Co.	378	132	1,002	2,316
Armour and Co.	468	121	1,868	1,180
Others	726	84	2,726	1,150
Total	1,572	337	5,416	4,646

ST. PAUL.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	2,178	4,501	8,000	9,917
Cudahy Pkg. Co.	309	1,050
Swift & Co.	2,968	6,749	18,063	14,141
United Pkg. Co.	1,120	139	1
Others	1,060	25	22,395	6,005
Total	7,615	12,473	43,548	30,124

MILWAUKEE.

	Cattle.	Calves.	Hogs.	Sheep.
Plankinton Pkg. Co.	2,058	6,726	14,746	1,903
Swift & Co., Chi.	1,548
Swift & Co., Balt.	562
The Layton Co.	870
R. Sumner & Co.	50	55	76
Armour & Co., N.Y.	837	3,408
N.Y.B.D.M.Co., N.Y.	38
Corkran, Hill, Balt.	355
Shippers	323	38	67	143
Others	388	203	200	236
Total	3,644	10,375	16,185	3,901

INDIANAPOLIS.

	Cattle.	Calves.	Hogs.	Sheep.
Kingan & Co.	1,222	233	9,964	897
Armour and Co.	724	80	1,853	45
Hilgemeyer Bros.	5	913
Brown Bros.	45	21	162
Stumpf Bros.	123
Schussler Pkg. Co.	223
Riverview Pkg. Co.	21	101
Indiana Prov. Co.	35	9	141	2
Meier Pkg. Co.	132	4	301
Maass-Hartman	32	9
Art Wabnitz	8	32	49
Hoosier Abt. Co.	11
Shippers	1,762	1,214	10,061	3,216
Others	379	92	223	652
Total	4,376	1,694	30,185	4,869

CINCINNATI.

	Cattle.	Calves.	Hogs.	Sheep.
S. W. Gall's Sons.	129
Ideal Pkg. Co.	9	702
E. Kahn's Sons Co.	905	136	6,774	1,798
Kroger G. & B. Co.	165	92	2,145
J. Lohrey Pkg. Co.	3	223
H. H. Meyer & Co.	17	4,114
A. Sander Pkg. Co.	5
J. Schlaeter's Sons	175	118	150
J. & F. Schroth Co.	11	3,572
John F. Stegner.	300	138	13
Shippers	191	353	1,542	136
Others	1,235	424	362	336
Total	3,015	1,261	19,434	2,562

Not including 600 cattle, 3,458 hogs and 192 sheep bought direct.

RECAPITULATION.

Recapitulation of packers' purchases by markets for week ended Nov. 12, 1932, with comparisons:

CATTLE.

	Week ended Nov. 12.	Prev. week.	Cor. week, 1931.
Chicago	39,388	46,728	43,380
Kansas City	19,624	20,574	15,089
Omaha	14,507	14,465	15,111
East St. Louis	10,962	11,168	7,813
St. Joseph	5,071	4,401	8,473
Sioux City	5,524	8,215	8,161
Oklahoma City	2,575	3,115	2,785
Wichita	1,421	1,807	1,515
Denver	1,577	3,729
St. Paul	7,615	10,611	9,950
Milwaukee	3,944	4,681	3,572
Indianapolis	4,376	4,374	3,739
Cincinnati	3,015	3,737	3,056
Total	119,149	137,405	122,596

HOGS.

	Week ended Nov. 12.	Prev. week.	Cor. week, 1931.
Chicago	51,843	66,841	129,090
Kansas City	17,700	19,063	14,827
Omaha	25,952	27,845	52,755
East St. Louis	48,414	49,405	26,814
St. Joseph	20,516	18,515	22,172
Sioux City	14,773	21,846	47,248
Oklahoma City	4,847	5,663	4,063
Wichita	5,119	9,334	4,543
Denver	5,416	6,907
St. Paul	43,548	34,837	116,068
Milwaukee	16,185	18,283	22,715
Indianapolis	30,185	33,880	29,339
Cincinnati	19,434	17,537	18,417
Total	308,941	330,286	492,481

SHEEP.

	Week ended Nov. 12.	Prev. week.	Cor. week, 1931.
Chicago	53,992	67,332	102,370
Kansas City	12,639	21,619	21,951
Omaha	13,482	25,406	30,833
East St. Louis	5,199	11,944	8,190
St. Joseph	10,447	14,568	20,512
Sioux City	9,910	15,611	16,500
Oklahoma City	1,083	1,965	1,104
Wichita	929	1,289	2,062
Denver	4,646	13,089
St. Paul	30,124	42,581	49,796
Milwaukee	3,901	5,872	4,604
Indianapolis	4,869	11,201	4,536
Cincinnati	2,562	3,500
Total	153,783	238,060	265,457

CHICAGO LIVESTOCK

Statistics of livestock at the Chicago Union Stock Yards for current and comparative periods are reported as follows:

RECEIPTS.

	Cattle.	Calves.	Hogs.	Sheep.
Mon., Nov. 7	13,678	1,505	18,496	17,411
Tues., Nov. 8	7,772	1,345	14,053	7,340
Wed., Nov. 9	9,440	1,008	12,533	9,547
Thurs., Nov. 10	5,509	1,451	17,354	10,894
Fri., Nov. 11	1,192	530	20,700	11,419
Sat., Nov. 12	100	100	7,000	2,000
Total this week	37,065	5,939	90,945	59,436
Previous week	47,340	9,160	108,943	95,827
Year ago	44,851	11,130	225,436	106,060
Two years ago	45,670	8,663	208,471	84,913

SHIPMENTS.

	Cattle.	Calves.	Hogs.	Sheep.
Mon., Nov. 7	3,904	8	3,057	3,125
Tues., Nov. 8	1,189	126	2,456	1,023
Wed., Nov. 9	2,723	159	1,773	4,060
Thurs., Nov. 10	1,384	143	1,462	1,610
Fri., Nov. 11	671	57	4,675	2,802
Sat., Nov. 12	100	500	800
Total this week	12,211	483	13,923	15,069
Previous week	19,213	845	9,783	25,751
Year ago	18,675	1,001	57,965	48,776
Two years ago	15,972	680	32,474	15,586

Total receipts for month and year to Nov. 12, with comparisons:

	November, 1932.	1931.	Year, 1931.
Cattle	62,880	91,804	1,742,819
Calves	12,555	20,946	397,685
Hogs	164,686	348,781	5,573,408
Sheep	122,570	221,587	3,474,196

WEEKLY AVERAGE PRICE OF LIVESTOCK.

	Cattle.	Hogs.	Sheep.	Lambs.
Week ended Nov. 12	\$6.60	\$3.65	\$1.75	\$2.45
Previous week	6.50	3.20	1.75	2.45
1931	8.00	4.90	1.90	5.85
1930	10.25	8.75	3.10	7.45
1929	12.75	9.15	4.85	12.80
1928	14.15	9.25	5.80	13.25
1927	14.10	9.15	5.90	12.50
Av. 1927-1931	\$11.95	\$8.25	\$4.30	\$10.50

SUPPLIES FOR CHICAGO PACKERS.

Net supplies of cattle, hogs and sheep for packers at the Chicago Stock Yards:

	Cattle.	Hogs.	Sheep.
*Week ended Nov. 12	25,500	76,700	43,460
Previous week	28,376	94,000	67,040
1931	28,276	167,871	65,515
1930	29,707	170,948	69,023
1929	36,670	124,062	48,264
1928	35,304	124,062	37,217
1927	43,718	104,645	56,714

*Saturday, Nov. 12, estimated.

RECEIPTS AT CENTERS

SATURDAY, NOVEMBER 12, 1932.

	Cattle.	Hogs.	Sheep.
Chicago	100	7,000	2,000
Kansas City	700	1,800	800
Omaha	100	2,500	500
St. Louis	250	4,000	200
St. Joseph	50	2,000	1,000
St. Paul	350	1,400	800
Fort Worth	1,000	1,500	7,500
Milwaukee	100	400
Denver	100	300
Wichita	100	300	9,700
Indianapolis	200	1,200	100
Pittsburgh	100	4,000	300
Cincinnati	100	1,800	400
Cleveland	500	3,300	100
Buffalo	200	400	100
Nashville	100	400	100

MONDAY, NOVEMBER 14, 1932.

Chicago	20,000	40,000	20,000
Kansas City	21,000	6,000	5,000
Omaha	11,000	10,000	5,500
St. Louis	5,500	12,000	6,500
St. Joseph	3,000	7,500	3,500
St. Paul	9,000	14,000	28,500
Fort Worth	2,500	800	2,300
Milwaukee	600	2,500	500
Denver	8,900	8,000	26,600
Wichita	1,700	2,800	900
Indianapolis	700	8,000	1,500
Pittsburgh	800	4,800	6,000
Cincinnati	1,400	6,500	700
Cleveland	1,700	8,000	9,200
Buffalo	600	2,000	8,500
Nashville	500	900	300

TUESDAY, NOVEMBER 15, 1932.

Chicago	8,000	32,000	10,000
Kansas City	5,500	4,000	4,000
Omaha	4,500	7,000	6,500
St. Louis	3,200	10,000	2,500
St. Joseph	800	3,500	1,500
St. Paul	2,500	6,500	3,500
Fort Worth	2,000	14,000	4,000
Milwaukee	1,000	500	400
Denver	1,300	1,800	3,500
Wichita	200	800	200
Indianapolis	1,600	9,000	2,500
Pittsburgh	400	900	1,500
Cincinnati	1,000	3,000	1,200
Cleveland	100	1,300	300
Buffalo	200	1,600	4,500
Nashville	100	900	300

WEDNESDAY, NOVEMBER 16, 1932.

Chicago	11,000	20,000	12,000
Kansas City	2,500	2,500	2,000
Omaha	4,500	6,000	5,500
St. Louis	1,600	5,000	1,000
St. Joseph	1,100	2,500	3,000
St. Paul	2,500	4,500	2,500
Fort Worth	2,800	17,500	8,000
Milwaukee	2,000	1,400	2,000
Denver	1,200	5,500	1,500
Wichita	1,200	1,900	6,200
Indianapolis	100	800	100
Pittsburgh	500	1,200	200
Cincinnati	600	4,000	500
Cleveland	800	2,000	1,500
Buffalo	100	1,300	1,100
Nashville	300	1,000	2,000
Nashville	100	1,000	200

THURSDAY, NOVEMBER 17, 1932.

Chicago	5,000	19,000	10,000
Kansas City	2,000	3,000	1,000
Omaha	2,500	5,000	4,000
St. Louis	2,800	6,000	1,000
St. Joseph	800	5,500	3,000
St. Paul	2,500	6,500	2,000
Fort Worth	3,200	12,000	10,000
Milwaukee	1,500	700	4,000
Denver	1,000	4,000	800
Wichita	1,800	1,200	2,000
Indianapolis	200	900	100
Pittsburgh	400	1,000	200
Cincinnati	600	7,000	1,000
Cleveland	600	1,500	1,800
Buffalo	1,000	4,500	800
Nashville	200	1,400	1,000
Nashville	100	1,000	1,000

FRIDAY, NOVEMBER 18, 1932.

Chicago	1,500	22,000	8,000
Kansas City	1,000	4,000	1,500
Omaha	1,500	7,000	2,100
St. Louis	900	8,500	1,000
St. Joseph	400	5,000	2,500
St. Paul	1,200	7,500	500
Fort Worth	18,000	7,300	1,800
Denver	900	600	1,800
Wichita	1,000	900	700
Indianapolis	100	600	100
Pittsburgh	500	1,200	100
Cincinnati	500	2,300	1,000
Cleveland	800	7,400	700
Buffalo	400	2,700	2,100
Nashville	200	1,500	1,500

LIVESTOCK PRICES AT LEADING MARKETS.

Livestock prices at five leading Western markets Thursday, Nov. 17, 1932, as reported by the U. S. Bureau of Agricultural Economics:

	CHICAGO.	E. ST. LOUIS.	OMAHA.	KANS. CITY.	ST. PAUL.
Hogs (Soft or sily hogs and roasting pigs excluded):					
Lt. lt. (140-160 lbs.) gd.-ch.	\$3.50@3.75	\$3.60@3.75	\$3.00@3.25	\$3.20@3.40	\$3.00@3.30
Lt. wt. (160-180 lbs.) gd.-ch.	3.40@3.75	3.55@3.85	3.15@3.30	3.25@3.40	3.10@3.30
(180-200 lbs.) gd.-ch.	3.40@3.50	3.50@3.60	3.20@3.35	3.30@3.40	3.10@3.30
Med. wt. (200-220 lbs.) gd.-ch.	3.40@3.50	3.45@3.55	3.20@3.30	3.30@3.40	3.10@3.30
(220-250 lbs.) gd.-ch.	3.35@3.50	3.35@3.50	3.15@3.30	3.30@3.40	3.05@3.15
Hvy. wt. (250-280 lbs.) gd.-ch.	3.25@3.45	3.15@3.35	3.00@3.25	3.20@3.35	2.80@3.00
Pkg. sows (275-500 lbs.) med.-ch.	2.80@3.25	2.50@3.00	2.75@3.00	3.20@3.00	2.20@2.05
Str. pigs (100-150 lbs.) gd.-ch.	3.25@3.75	3.60@3.85	3.00@3.25	3.25@3.15	3.00@3.10
Av. cost & wt. Thru (Pigs excl.)	3.45-238 lbs.	3.45-183 lbs.	3.00-236 lbs.	3.20-226 lbs.	3.00@3.10

Slaughter Cattle and Calves:

	CHICAGO.	E. ST. LOUIS.	OMAHA.	KANS. CITY.	ST. PAUL.
STEERS (800-900 LBS.):					
Choice	6.75@7.50	7.00@7.75	6.75@7.75	6.50@7.50	6.75@7.75
Good	6.75@7.50	7.00@7.75	6.75@7.75	6.50@7.50	6.75@7.75
Medium	4.75@5.75	4.50@5.75	4.00@5.50	4.00@5.50	4.00@5.50
Common	3.50@4.75	3.25@4.50	2.75@4.00	3.00@4.00	2.75@4.00

STEERS (900-1100 LBS.):

Choice	6.75@7.75	7.00@7.75	6.75@7.75	6.50@7.50	6.75@7.75
Good	5.75@7.00	5.75@7.00	5.50@6.75	5.50@6.50	5.50@6.75
Medium	4.75@5.75	4.50@5.75	4.00@5.50	4.00@5.50	4.00@5.50
Common	3.50@4.75	3.25@4.50	2.75@4.00	3.25@4.00	2.75@4.00

STEERS (1100-1300 LBS.):

Choice	7.00@8.00	7.00@7.75	6.75@7.75	6.50@7.50	7.00@7.75
Good	5.75@7.00	5.75@7.00	5.50@6.75	5.50@6.50	5.50@6.75
Medium	4.75@5.75	4.50@5.75	4.00@5.50	4.00@5.50	4.00@5.50

STEERS (1300-1500 LBS.):

Choice	7.00@8.00	7.00@7.75	6.75@7.75	6.50@7.50	7.00@7.75
Good	5.75@7.00	5.75@7.00	5.50@6.75	5.50@6.50	5.50@6.75
Medium	4.75@5.75	4.50@5.75	4.00@5.50	4.00@5.50	4.00@5.50

HEIFERS (550-850 LBS.):

Choice	6.25@7.00	6.25@7.25	6.00@7.00	6.00@7.00	6.00@7.00
Good	5.25@6.25	5.25@6.25	5.25@6.00	5.00@6.00	5.00@6.00
Medium	4.25@5.25	4.50@5.25	4.00@5.25	3.75@5.00	4.00@5.00
Common	3.00@4.25	3.25@4.50	2.50@4.00	2.50@3.75	2.50@4.00

COWS:

Choice	3.50@4.25	4.00@4.25	3.75@4.50	3.75@4.25	3.50@4.00
Good	3.00@3.50	3.25@4.00	3.25@3.75	3.00@3.75	2.75@3.50
Com-med.	2.25@3.00	2.50@3.25	2.25@3.25	2.00@3.00	2.00@2.75
Low cutter and cutter	1.50@2.25	1.00@2.50	1.25@2.25	1.25@2.00	1.00@2.00

BULLS (YRLS. EX. BEEF):

Good-choice	3.25@4.25	3.00@3.50	2.95@3.50	2.95@3.25	2.75@3.50
Cul-med.	2.50@3.40	1.75@3.00	1.50@2.75	1.75@2.65	1.50@3.00

VEALERS (MILK-FED):

Good-choice	4.00@5.50	4.25@5.75	3.50@4.50	4.00@5.00	3.00@4.00
Medium	3.00@4.00	3.00@4.25	2.50@3.50	3.00@4.00	2.25@3.00
Cul-med.	2.00@3.00	2.00@3.00	1.50@2.50	2.00@3.00	1.25@2.25

CALVES (250-500 LBS.):

Good-choice	4.00@5.00	4.50@6.00	3.00@4.50	3.50@5.00	2.50@3.50
Com-med.	2.00@4.00	2.00@4.50	2.00@3.00	2.00@3.00	1.00@2.50

Slaughter Sheep and Lambs:

LAMBS:					
(90 lbs. down)—Good-choice...	5.25@5.75	5.00@5.75	4.75@5.25	5.00@5.50	5.00@5.50
(All weights)—Common	4.25@5.25	4.00@5.00	3.75@4.75	4.25@5.00	4.00@5.00
(All weights)—Common	3.50@4.25	3.00@4.00	3.00@3.75	3.25@4.25	3.00@4.00

YEARLING WETHERS:

(90-110 lbs.)—Med.-ch.	3.00@4.75	3.25@4.25	3.00@4.25	3.00@4.00	3.00@4.25
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EWES:

(90-120 lbs.)—Med.-ch.	2.00@2.75	1.25@2.00	1.00@1.75	1.25@2.00	1.00@1.75
(120-150 lbs.)—Med.-ch.	1.25@2.50	1.00@1.75	.75@1.50	1.00@1.75	1.00@1.75
(All weights)—Cul-com.	.75@2.00	.50@1.25	.25@1.00	.50@1.25	.25@1.00

SLAUGHTER REPORTS

Special reports to The National Provisioner show the number of livestock slaughtered at 16 centers for the week ended November 12, 1932, with comparisons:

	Week ended Nov. 12, 1932.	Prev. week.	Cor. 1931.
Chicago	27,884	29,205	29,833
Kansas City	19,624	20,374	15,039
Omaha	2,758	22,443	15,635
East St. Louis	9,993	12,080	7,813
St. Joseph	5,187	4,474	6,844
St. Paul	4,969	6,547	6,107
Wichita	1,965	1,966	1,876
Fort Worth	3,639	3,519	5,449
Philadelphia	1,633	1,606	1,949
Indianapolis	1,574	1,235	1,886
New York & Jersey City	8,609	8,140	9,202
Oklahoma City	5,430	4,144	3,745
Cincinnati	3,073	1,843	3,459
Denver	1,438	2,794
St. Paul	6,565	9,100
Milwaukee	3,196	3,354
Total	104,713	133,775	108,637

HOGS.

Chicago	74,526	98,512	162,606
Kansas City	17,708	19,093	14,827
Omaha	17,326	22,529	32,626
East St. Louis	29,158	28,392	29,814
St. Joseph	15,607	13,996	14,824
St. Paul	11,705	20,737	25,247
Wichita	7,591	9,334	7,444
Fort Worth	2,886	2,508	3,178
Philadelphia	17,764	20,127	17,833
Indianapolis	13,781	14,820	17,859
New York & Jersey City	54,884	54,707	62,914
Oklahoma City	4,847	5,063	6,220
Cincinnati	22,610	13,763	22,009
Denver	5,621	7,674
St. Paul	21,133	17,943
Milwaukee	15,881	16,784
Total	332,569	397,588	417,328

SHEEP.

Chicago	56,017	62,762	94,703
Kansas City	12,639	21,619	21,651
Omaha	17,410	27,571	31,628
East St. Louis	4,577	8,537	5,160
St. Joseph	10,217	12,873	19,557
St. Paul	10,573	13,944	12,743
Wichita	929	1,299	2,062
Fort Worth	6,252	4,811	8,775
Philadelphia	8,536	8,674	9,571
Indianapolis	1,179	1,476	1,225
New York & Jersey City	72,753	71,522	84,291
Oklahoma City	1,083	1,955	1,104
Cincinnati	2,131	2,919	2,958
Denver	2,856	5,213
St. Paul	24,069	25,150
Milwaukee	2,313	2,361

Chicago Section

A. T. Brott, beef department, Swift & Company, made a business trip to New York last week.

Vice president W. J. Cawley, Wilson & Co., and Mrs. Cawley returned aboard the ss. Europa on Nov. 17, after several weeks' trip abroad.

Purchases of livestock at Chicago by principal packers for the first four days of this week totaled 20,448 cattle, 4,741 calves, 35,770 hogs, 30,812 sheep.

Charles S. Hughes, president, Hughes-Curry Packing Co., Anderson, Ind., was a business visitor as well as a convention visitor in Chicago this week.

Charles E. Herrick, president of the Brennan Packing Co., will take an active part in the emergency welfare relief drive which was started in Chicago this week.

O. F. Raiman, well known in the tallow and grease industry, has recently been made head of the tallow and grease department of the Davidson Commission Co.

President Samuel Slotkins, New York City, Hygrade Food Products Corporation, was a visitor at the Chicago offices of Hygrade while in Chicago during the convention.

Harlow Peet, of the G. M. Peet Packing Co., Chesaning, Mich., and H. G. Nichols of the Bay City Packing Co., Bay City, Mich., visited friends at the Union Stock Yards during the past week in addition to attending convention sessions at the Drake hotel.

Provision shipments from Chicago for the week ended Nov. 12, 1932, with comparisons, were as follows:

	Week Nov. 12	Previous week	Same week, '31
Cured meats, lbs.,	13,820,000	17,745,000	12,807,000
Fresh meats, lbs.,	37,443,000	43,181,000	49,479,000
Lard, lbs.,	8,242,000	8,067,000	7,612,000

The Chicago office of the Cudahy Packing Company received word this week of the death of H. F. Evans of the margarine department of their Kansas City plant. Mr. Evans had been an employee of the Cudahy company for a number of years. He was well known in the margarine industry.

Dr. V. S. Cheney, medical director of Armour and Company, was recently elected to a fellowship in the American College of Surgeons. Dr. Cheney was given this honor in recognition of his work in industrial medicine and surgery, and he is the second of only two men in this kind of work to be so honored.

President T. G. Lee of Armour and Company has been appointed chairman of the meat packing industry division in the drive for the Emergency Welfare Fund in Chicago. With the assistance of Harvey G. Ellerd and Ralph D. MacManus, the stockyards' interests have been divided into fifteen different groups with a chairman of each group. These chairmen will be responsible for directing the campaign among firms and people of their individual groups.

MEAT INSPECTION CHANGES.

Changes in the federal meat inspection service are reported officially as follows:

Inspection granted.—Rose Packing Co., Inc., 851 Fulton st., Chicago, Ill.; Max Berman, 3836 Aldine ave., St. Louis, Mo.

Inspection withdrawn.—Charles A. Baldwin & Co., 109-111 North st., Boston, Mass.; Charles A. Sweet Provision Co., 721-725 Spruce st., St. Louis, Mo.; from subsidiary, Chas. Wolff Packing Co., under establishment 250, Hygrade Food Products Corp., Detroit, Mich.

Inspection extended.—Hygrade Food Products Corp., Detroit, Mich., to include Begley Food Products Co., and American Provisions Export Co.; Hygrade Food Products Corp., Buffalo, N. Y., to include American Provisions Export Co.; Hygrade Food Products Corp., Chicago, Ill., to include American Provisions Export Co.; Hygrade Food Products Corp., Wheeling, W. Va., to include American Provisions Export Co.

Change in name.—The Liberty Cherry & Fruit Co., Inc., 325-327 York st., Newport, Ky., instead of Belmont Food Products Co.; Kuhner Packing Co., 1825 West Main st., Fort Wayne, Ind., and Fred Eckart Packing Co., Inc., instead of Fred Eckart Packing Co.

VISKING PRICE REDUCTION.

Coincident with the opening of the packers' convention on November 14 the Visking Corporation announced another price reduction. This is the ninth voluntary reduction since the company's inception in 1926. Viskings are now so low in price that the manufacturers believe any packer can afford to use them.

MEAT.

Brawn for the daily battle,
Vigor to see it through;
Nerve for the tasks impending
In order that dreams come true.
Strength for the sweating toiler,
Energy, power and health;
These are a nation's assets,
Basis of all our wealth.
These are the winning factors,
Helping to rout defeat.
Found in the daily diet,
Served with a meal of meat.

—H. Howard Biggar.

Meat Industry Activity

A new plant of Ben H. Rosenthal Meat Co., and Thieme's Chili Sausage Factory, Inc., 3609-15 Commerce st., Dallas, Tex., was recently opened. Ben H. Rosenthal is president.

Samuel Root, York st., Pottstown, Pa., is reported to be planning erection of a new one- and half-story slaughter house.

Erection of a new packing plant by Union Ice Co., Yolo County, Calif., is reported near completion.

Pure Food Packing Co. plant, Gary, Ind., formerly owned by Fred Eyrick, has been purchased by James A. Simpson. Mr. Simpson is said to be planning to enter the wholesale meat business.

Colfax Packing Co., Pawtucket, R. I., has awarded a contract for erection of a new one-story slaughter house.

Erection of the Caster Canning Co. plant, meat canning, at Centerville, Ia., is now under way. The present plant will be 32'x48' with an additional 48' to be built on next spring. It is planned to can meat stew and sell fresh meats.

West Toledo Cold Storage and Abattoir Co., Toledo, O., whose plant was recently destroyed by fire, plans to rebuild a modern abattoir at estimated cost of \$50,000. Roof of the new \$28,000 cooler of the company was destroyed.

Coast Packing Co., 3275 E. Vernon ave., Los Angeles, Calif., will erect a new addition to the plant to be completed Dec. 15, 1932. Estimated cost, \$20,000.

Hopkinson & Haigh, 857 E. Russell st., Philadelphia, Pa., have awarded a contract for new packing plant to T. A. Stoutenburgh, 3701 N. Broad st., Philadelphia, from plans prepared by R. E. Jordan & Co., Baltimore, Maryland.

Herman Falter Packing Co., 378 Greenlawn ave., Columbus, Ohio, pork packers, plans erection of a two-story and basement building, providing 6,000 additional square feet of space to be used as a shipping room, sausage department and cooler.

Central Beef Co., Perth Amboy, N. J., has been organized and incorporated with a capitalization of 2,500 shares of common stock by Morris Margaretten and associates, to establish a provision business.

Strauss Beef Co. has been incorporated in Brooklyn, N. Y., with capitalization of 200 shares of common stock. Now operating a slaughter house under the name of Strauss & Stroh at 321 Johnson ave., Brooklyn, N. Y.

East New York Pork Stores has been



PACKERS COMMISSION CO.

SPECIALIZING IN DRESSED HOGS FROM THE HOG BELT

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WHOLESALE SLAUGHTERERS OF
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U. S. GOVERNMENT INSPECTION ALLENTOWN, PA.

Stewart-Kingscott Company

ARCHITECTS & ENGINEERS

KALAMAZOO, MICHIGAN

Specializing in designing and supervising construction
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Menges & Mange, Inc.
PACKING HOUSE
ARCHITECTS & ENGINEERS
Specialists in the Conversion of Plants
to Meet Federal Inspection.
3014 Chouteau Ave. St. Louis, Mo.

GEO. H. JACKLE

Broker

Tankage, Blood, Bones, Cracklings, Bonemeal,
Hoof and Horn Meal

Chrysler Bldg., 405 Lexington Ave., New York City

**Their Flavor is a
"Marvel"**
MUTUAL SAUSAGE CO.
MARVEL
CHICAGO ILLINOIS
Marvel Brand Hams
and Bacon are popular
because their
flavor is unsurpassed
—and their price is
reasonable.

incorporated in Manhattan, New York City, with a capitalization of \$20,000 and will conduct a chain of pork stores in Brooklyn and Manhattan.

Preliminary plans have been completed by Allmendinger & Schlendorf, and a new boiler house and engine room are now under construction at the plant of Trunz Pork Stores, Inc., 25 Lombardy st., Brooklyn, N. Y. Cost is estimated at \$15,000.

Southern United Ice Co., McComb, Miss., is reported to be planning erection of a pork packing plant in the near future.

Pocahontas Sausage Co. Inc., Norfolk, Va., recently opened for business at 35 Nebraska st., in the Commonwealth Ice and Storage building. J. A. White is president and general manager. Six new trucks make up the delivery fleet.

Apache Packing Co. plant, 1200 Tampico st., San Antonio, Tex., beef and pork packers, was recently destroyed by fire. Contemplate rebuilding a two-story tile and brick plant at estimated cost of \$75,000.

Reimers Bros. meat products plant at 107 North Washington st., Green Bay, Wis., was recently damaged by

fire which originated in the smoke house.

Booken Packing Co., 18th and Scott sts., Des Moines, Ia., beef packers, are planning to build an addition to their packing plant.

Horace Fisk, proprietor of the Interurban Market at Greenfield, Ind., plans remodeling and reconditioning of a slaughter house for killing and dressing cattle, sheep and hogs.

Wolferman Market, Milford, Ind., is erecting a new beef cooler at their slaughter house west of Milford.

Enlargement of Standard Packing Company's plant at Kokomo, Ind., is now in progress. Floor space of the plant is to be doubled.

A new modern meat packing plant and yards of R. Lee Parker & Sons, Natchez, Miss., has recently been completed and put into operation. The plant will slaughter cattle and hogs, manufacture sausage, wholesale fresh and cured meat, render lard and do a general packinghouse business.

Swift & Company is building a three-story smokehouse addition to its South San Francisco, Calif., plant containing approximately 10,000 square feet of floor

space and designed to take care of increased volume due to consolidation of Western Meat Company with the Swift organization.

Circle Packing Co., 317-25 Winstanley ave., East St. Louis, Ill., beef and pork packers, sausage manufacturers, wholesalers of fresh and cured meats, renderers, city inspected, is erecting an office and warehouse, designed and erected by Menges-Mange, Inc., St. Louis, Mo., architects and engineers. John Skrabacz is president of the company.

WILL REOPEN COLORADO PLANT.

The Rettig Packing Co. plant, Grand Junction, Colo., has been reconditioned and is being placed in operation by W. Gaddis and Bert Ennor. The business will be conducted under the firm name of Ennor and Gaddis. Mr. Gaddis is an experienced meat plant operator and will have charge of operation. Mr. Ennor has been in the livestock business for many years and will do the buying. The company plans to do a general slaughtering business and handle fresh meats and manufactured products.

Chicago Provision Markets

Reported by THE NATIONAL PROVISIONER DAILY
MARKET SERVICE

CASH PRICES.

Based on actual carlot trading Thursday,

Nov. 17, 1932.

REGULAR HAM.

	Green Standard.	Sweet Pickled Standard.	Fancy.
8-10	8	9	9½
10-12	7	8	8½
12-14	6½	7½	8
14-16	6	7	7½
16-18	5½	6½	7
18-20	5	6	6½
20-22	4½	5½	6
22-24	4	5	5½
24-26	3½	4½	5
26-28	3	4	4½
28-30	2½	3½	4
30-35	2	3	3½

BOILING HAM.

	Green Standard.	Sweet Pickled Standard.	Fancy.
16-18	6½	7½	8
18-20	6	7	7½
20-22	5½	6½	7
22-24	5	6	6½
24-26	4½	5½	6
26-28	4	5	5½
28-30	3½	4½	5
30-35	3	4	4½

SKINNED HAM.

	Green Standard.	Sweet Pickled Standard.	Fancy.
10-12	7½	8½	9½
12-14	7	8	9
14-16	6½	7½	8½
16-18	6	7	8
18-20	5½	6½	7½
20-22	5	6	7
22-24	4½	5½	6½
24-26	4	5	6
26-28	3½	4½	5½
28-30	3	4	5
30-35	2½	3½	4½

PICNICS.

	Green Standard.	Sweet Pickled Standard.	Sh. Shank.
4-6	4½	5½	5½
6-8	4	5	5
8-10	3½	4½	4½
10-12	3	4	4
12-14	2½	3½	3½

BELLIES.

	Green Sq. Sdls.	S. P.	Cured Dry Cured.
6-8	6½	7	7½
8-10	6	6½	7
10-12	5½	6	6½
12-14	5	5½	6
14-16	4½	5	5½
16-18	4	4½	5

D. S. BELLIES.

	Standard.	Clear	Fancy.	Rib
14-16	4½	5½	6½	7½
16-18	4	5	6	7
18-20	3½	4½	5½	6½
20-22	3	4	5	6
22-24	2½	3½	4½	5½
24-26	2	3	4	5
26-28	1½	2½	3½	4½
28-30	1	2	3	4
30-35	¾	1½	2½	3½
40-50	¾	1½	2½	3½
50-60	¾	1½	2½	3½

D. S. FAT BACKS.

	Standard.	Export Trim.
8-10	4½	4½
10-12	4	4
12-14	3½	3½
14-16	3	3
16-18	2½	2½
18-20	2	2
20-22	1½	1½
22-24	1	1
24-26	¾	¾
26-28	¾	¾
28-30	¾	¾
30-35	¾	¾
40-50	¾	¾
50-60	¾	¾

OTHER D. S. MEATS.

Extra Short Clears	35-45	4½n
Extra Short Ribs	35-45	4½n
Regular Plates	6-8	4
Clear Plates	4-6	3½
Jowl Butts	3½
Green Square Jowls	4
Green Rough Jowls	3½

LARD.

Prime steam, cash	5.32½
Prime steam, loose	4.75
Refined, in export boxes—N. Y.	6.22½
Neutral, in tierces	7.00
Raw leaf	5.00

PURE VINEGARS

A. P. CALLAHAN & COMPANY

2407 SOUTH LA SALLE STREET

CHICAGO, ILL.

FUTURE PRICES.

SATURDAY, NOVEMBER 12, 1932.

	Open.	High.	Low.	Close.
LARD—				
Nov.	5.00
Dec.	4.40
Jan.	4.17½	4.25	4.17½	4.25ax
Mar.	4.30
May	4.37½	4.37½ax
CLEAR BELLIES—				
Jan.	4.00	4.00
May	4.25	4.35ax

MONDAY, NOVEMBER 14, 1932.

	Open.	High.	Low.	Close.
LARD—				
Nov.	5.20	5.20
Dec.	4.22½	4.25	4.22½	4.40
Jan.	4.17½	4.25	4.17½	4.25ax
Mar.	4.30
May	4.35	4.40	4.35	4.37½—ax
CLEAR BELLIES—				
Jan.	4.00	4.00
May	4.25	4.35ax

TUESDAY, NOVEMBER 15, 1932.

	Open.	High.	Low.	Close.
LARD—				
Nov.	5.20	5.20
Dec.	4.22½	4.25	4.22½	4.40
Jan.	4.17½	4.25	4.17½	4.10
Mar.	4.20ax
May	4.32½	4.35	4.32½	4.25ax
CLEAR BELLIES—				
Jan.	4.00	4.00ax
May	4.25	4.35ax

WEDNESDAY, NOVEMBER 16, 1932.

	Open.	High.	Low.	Close.
LARD—				
Nov.	5.20	5.25ax
Dec.	4.37½	4.40	4.37½	4.40
Jan.	4.12½	4.12½
Mar.	4.27½	4.27½	4.25	4.27½b
May	4.27½	4.27½	4.25	4.27½b
CLEAR BELLIES—				
Jan.	4.00	4.00ax
May	4.25	4.35ax

THURSDAY, NOVEMBER 17, 1932.

	Open.	High.	Low.	Close.
LARD—				
Nov.	5.00	5.00
Dec.	4.37½	4.40	4.37½	4.37½ax
Jan.	4.12½	4.12½	4.10	4.10ax
Mar.	4.27½	4.27½	4.25	4.27½ax
May	4.25	4.25	4.22½	4.22½—ax
CLEAR BELLIES—				
Jan.	4.00	4.00ax
May	4.25	4.25

FRIDAY, NOVEMBER 18, 1932.

	Open.	High.	Low.	Close.
LARD—				
Nov.	5.00	5.00
Dec.	4.37½	4.40	4.37½	4.35ax
Jan.	4.10	4.10ax
Mar.	4.22½	4.17½ax
May	4.22½	4.22½b
CLEAR BELLIES—				
Jan.	3.97½	3.97½ax
May	4.20	4.20ax

Key: ax, asked; b, bid; n, nominal; —, split.

Watch "Wanted" page for bargains in Equipment.

ANIMAL OILS.

Prime edible lard oil	@ 8
Headlight burning oil	@ 7½
Prime winter strained	@ 7¼
Extra winter strained	@ 7
Extra lard oil	@ 6¾
Extra No. 1	@ 6½
No. 1 lard oil	@ 6
No. 2 lard oil	@ 5½
Acidless tallow oil	@ 5¼
20° C. T. neatfoot oil	@ 11½
Pure neatfoot	@ 7½
Special neatfoot	@ 7
Extra neatfoot	@ 6½
No. 1 neatfoot	@ 6¼

Oil weighs 7½ lbs. per gallon. Barrels contain about 50 gals. each. Prices are for oil in barrels.

COOPERAGE.

Ash pork barrels, black iron hoops	\$1.25 @ 1.27½
Oak pork barrels, black iron hoops	1.30 @ 1.32½
Ash pork barrels, galv. iron hoops	1.40 @ 1.42½
Oak pork barrels, galv. iron hoops	1.45 @ 1.47½
White oak ham tierces	2.00 @ 2.02½
Red oak lard tierces	1.05 @ 1.07½
White oak lard tierces	1.75 @ 1.77½

PORK PRODUCTS EXPORTS.

Exports of pork products from principal ports of the United States during the week ended Nov. 12, 1932:

—Week ended— Jan. 1 to
Nov. 12, 1932. Nov. 5, Nov. 12,
1932. 1931. 1932.
M lbs. M lbs. M lbs. M lbs.

	1932.	1931.	1932.
HAMS AND SHOULDERS INCLUDING WILTSHIRES.			
Total	845	1,305	1,165
To Belgium	18	18	40
United Kingdom	782	1,209	924
Other Europe	87
Cuba	35	89	128
Other countries	12	7	8

	1932.	1931.	1932.
BACON, INCLUDING CUMBERLANDS.			
Total	302	512	564
To Germany	33	22	65
United Kingdom	76	398	303
Other Europe	152	35	191
Cuba	87
Other countries	41	2	35

	1932.	1931.	1932.
PICKLED PORK.			
Total	125	133	205
To United Kingdom	3	10	1,000
Other Europe	3	10	44
Canada	79	86	129
Other countries	35	37	66

	1932.	1931.	1932.
LARD.			
Total	8,704	6,090	9,713
To Germany	2,241	2,120	2,082
Netherlands	414	321	1,079
United Kingdom	5,161	3,228	5,090
Other Europe	505	428	837
Cuba	121	408	20,580
Other countries	282	102	625

	1932.	1931.	1932.
TOTAL EXPORTS BY PORTS.			
Week ended Nov. 12, 1932.			
Hams and shoulders, Bacon, Pickled			
M lbs. M lbs. M lbs. M lbs.			
Total	845	392	125
Boston	1
Detroit	479	97	2,341
Port Huron	140	15	78
Key West	35	3
New Orleans	12	1	32
New York	179	189	11
Baltimore	891

	1932.	1931.	1932.
DESTINATION OF EXPORTS.			
Exported to:			
United Kingdom (total)	782	10	10
Liverpool	245	50	50
London	285	2	2
Glasgow	73	13	13
Other United Kingdom	100	9	9
Exported to:			
Germany (total)	2,241	2,241	2,241
Hamburg	2,241	2,241	2,241
Other

*Corrected to September 30, 1932.

CURING MATERIALS.

Nitrite of soda, 1 c. l. Chicago	104
Salt peter, 25 bbl. lots, f.o.b. N. Y.
Dbl. refined granulated	6¼
Small crystals	7¼
Medium crystals	7¼
Large crystals	7¼
Ebl. retd. gran. nitrate of soda	3¼
Less than 25 bbl. lots, ¼c. more.
Salt—	
Granulated, carlots, per ton, f.o.b. Chicago	28.00
Medium, carlots, per ton, f.o.b. Chicago	28.00
Rock, carlots, per ton, f.o.b. Chicago	27.00
Sugar—	
Raw sugar, 96 basis, f.o.b. New Or.
Second sugar, 96 basis	@ 3.11
Syrup testing, 63 to 65 combined su-
crose and invert, New York	@ 3.11
Standard gran. f.o.b. refiners (2%)	@ 3.11
Packers' curing sugar, 100 lb. bags,
f.o.b. Reserve, La., less 2%	@ 3.10
Packers' curing sugar, 250 lb. bags,
f.o.b. Reserve, La., less 2%	@ 3.10

SPICES.

(These prices are basis f.o.b. Chicago.)

	Whole.	Ground.
Allspice	6¼	8¼
Cinnamon	12	18
Cloves	15	20
Coriander	8	10
Mustard	40	40
Nutmeg
Pepper, black	10	15
Pepper, Cayenne
Pepper, red
Pepper, white	11¼	13

CHICAGO MARKET PRICES

WHOLESALE FRESH MEATS.

Carcass Beef.

	Week ended Nov. 16, 1932.	Cor. week, 1931.
Prime native steers—		
400-600	13 1/4 @ 14 1/4	18 @ 19
600-800	13 1/4 @ 14 1/4	17 1/2 @ 18 1/2
800-1000	13 1/4 @ 14 1/4	17 1/2 @ 18 1/2
Good native steers—		
400-600	12 @ 13	17 @ 17 1/2
600-800	12 @ 13	16 @ 17
800-1000	12 @ 13	15 1/2 @ 16 1/2
Medium steers—		
400-600	11 @ 12	14 1/2 @ 15 1/2
600-800	11 @ 12	13 1/2 @ 14
800-1000	10 1/2 @ 11 1/2	13 1/4 @ 14
Heifers, good, 400-600	11 @ 12	14 1/2 @ 15
Cows, 400-600	8 @ 9	7 @ 8
Hind quarters, choice	11 1/2 @ 12 1/2	14 1/2 @ 15
Fore quarters, choice	11 @ 12	13 1/2 @ 14

Beef Cuts.

Steer loins, prime	@ 29	@ 37
Steer loins, No. 1	@ 28	@ 35
Steer loins, No. 2	@ 27	@ 34
Steer short loins, prime	@ 38	@ 48
Steer short loins, No. 1	@ 37	@ 46
Steer short loins, No. 2	@ 36	@ 45
Steer loin ends (hips)	@ 21	@ 28
Steer loin ends, No. 1	@ 20	@ 27
Cow loins	@ 21	@ 28
Cow short loins	@ 13	@ 17
Cow loin ends (hips)	@ 9	@ 13
Steer ribs, prime	@ 22	@ 28
Steer ribs, No. 1	@ 20	@ 26
Steer ribs, No. 2	@ 19	@ 25
Cow ribs, No. 1	@ 7	@ 10
Cow ribs, No. 2	@ 6 1/2	@ 9 1/2
Steer rounds, prime	@ 12 1/2	@ 15 1/2
Steer rounds, No. 1	@ 11	@ 14
Steer rounds, No. 2	@ 10 1/2	@ 13 1/2
Steer chucks, prime	@ 9	@ 12 1/2
Steer chucks, No. 1	@ 8 1/2	@ 12
Cow rounds	@ 7	@ 10
Cow chucks	@ 7	@ 10
Steer plates	@ 8 1/2	@ 11 1/2
Medium plates	@ 4 1/2	@ 7 1/2
Briquets, No. 1	@ 12	@ 15
Steer navel ends	@ 7	@ 10
Cow navel ends	@ 4 1/2	@ 7 1/2
Fore shanks	@ 7	@ 10
Hind shanks	@ 4	@ 7
Strip loins, No. 1, bbls.	@ 35	@ 45
Strip loins, No. 2	@ 30	@ 40
Steer butts, No. 1	@ 25	@ 35
Steer butts, No. 2	@ 20	@ 30
Beef tenderloins, No. 1	@ 35	@ 45
Beef tenderloins, No. 2	@ 28	@ 38
Rump butts	@ 18	@ 25
Flank steaks	@ 16	@ 22
Shoulder clods	@ 8	@ 12
Hanging tenderloins	@ 7	@ 10
Insides, green, 6 @ 6 lbs.	@ 11	@ 16
Outsides, green, 5 @ 6 lbs.	@ 7 1/2	@ 11 1/2
Knuckles, green, 5 @ 6 lbs.	@ 8 1/2	@ 12 1/2

Beef Products.

Brains (per lb.)	@ 5	@ 6
Hearts	@ 4	@ 5
Tongues	@ 14	@ 22
Sweetbreads	@ 12	@ 15
Ox-tail per lb.	@ 12	@ 15
Dressed tripe, plain	@ 4	@ 6
Fresh tripe, H. C.	@ 8	@ 12
Livers	@ 12	@ 15
Kidneys, per lb.	@ 7	@ 11

Veal.

Choice carcasses	9 @ 10	@ 11
Good carcasses	6 @ 8	@ 10
Good racks	14 @ 16	@ 18
Medium racks	4 @ 5	@ 6

Veal Products.

Brains, each	@ 6	@ 7
Sweetbreads	@ 29	@ 45
Calf livers	@ 30	@ 50

Lamb.

Choice lambs	@ 14	@ 15
Medium lambs	@ 12	@ 13
Choice saddles	@ 16	@ 18
Choice forelegs	@ 14	@ 16
Medium forelegs	@ 8	@ 10
Lamb fries, per lb.	@ 9	@ 12
Lamb tongues, per lb.	@ 10	@ 12
Lamb kidneys, per lb.	@ 20	@ 25

Mutton.

Heavy sheep	@ 2 1/2	@ 4
Light sheep	@ 2	@ 3
Heavy saddles	@ 4	@ 5
Light saddles	@ 3	@ 4
Heavy forelegs	@ 2	@ 3
Light forelegs	@ 1	@ 2
Mutton legs	@ 11	@ 14
Mutton loins	@ 6	@ 8
Sheep tongues, per lb.	@ 3	@ 4
Sheep heads, each	@ 8	@ 10

Fresh Pork, Etc.

Pork loins, 8 @ 10 lbs. av.	@ 11	@ 11 1/2
Picnic shoulders	@ 6	@ 8
Skinned shoulders	@ 6	@ 8
Tenderloins	@ 22	@ 28
Spare ribs	@ 7 1/2	@ 10
Back fat	@ 6 1/2	@ 8 1/2
Boston butts	@ 8 1/2	@ 10
Boneless butts, cellar trim,		
2 @ 4	@ 11	@ 14
Hocks	@ 6	@ 7
Tails	@ 6	@ 8
Neck bones	@ 3	@ 4
Slip bones	@ 9	@ 10
Blade bones	@ 5 1/2	@ 7
Pigs' feet	@ 3	@ 4
Kidneys, per lb.	@ 5	@ 6
Livers	@ 4	@ 5
Brains	@ 5	@ 6
Ears	@ 3	@ 4
Snouts	@ 3	@ 4
Heads	@ 5	@ 6

DOMESTIC SAUSAGE.

(Quotations cover fancy grades.)

Pork sausage, in 1-lb. cartons	@ 19	@ 22
Country style sausage, fresh in bulk	@ 21	@ 24
Country style pork sausage, smoked	@ 21	@ 24
Frankfurts in sheep casings	@ 21	@ 24
Frankfurts in hog casings	@ 21	@ 24
Bologna in beef middles, choice	@ 21	@ 24
Bologna in beef middles, choice	@ 21	@ 24
Liver sausage in beef rounds	@ 13	@ 16
Smoked liver sausage in hog bungs	@ 13	@ 16
Liver sausage in hog bungs	@ 13	@ 16
Head cheese	@ 13	@ 16
New England luncheon specialty	@ 17	@ 21
Minced luncheon specialty, choice	@ 15	@ 18
Tongue sausage	@ 17	@ 21
Blood sausage	@ 13	@ 16
Polish sausage	@ 14	@ 17

DRY SAUSAGE.

Cervelat, choice, in hog bungs	@ 37	@ 45
Thuringer cervelat	@ 22	@ 28
Farmer	@ 22	@ 28
Holsteiner	@ 22	@ 28
B. C. salami, choice	@ 26	@ 32
Milano salami, choice, in hog bungs	@ 26	@ 32
B. C. salami, new condition	@ 26	@ 32
Prissers, choice, in hog middles	@ 27	@ 33
Genoa style salami	@ 24	@ 30
Pepperoni	@ 24	@ 30
Mortadella, new condition	@ 25	@ 31
Capicola	@ 23	@ 29
Italian style hams	@ 24	@ 30
Virginia hams	@ 31	@ 38

SAUSAGE MATERIALS.

Regular pork trimmings	4 1/2 @ 5	@ 6
Special lean pork trimmings	6 @ 6 1/2	@ 8
Extra lean pork trimmings	6 @ 6 1/2	@ 8
Neck bone trimmings	@ 6	@ 8
Pork cheek meat	@ 4 1/2	@ 6
Pork hearts	@ 4	@ 6
Pork livers	3 1/2 @ 4	@ 5
Native boneless bull meat (heavy)	@ 6	@ 8
Boneless chucks	@ 5	@ 7
Shank meat	@ 4 1/2	@ 6
Beef trimmings	@ 3	@ 4
Beef cheeks (trimmed)	@ 3	@ 4
Dressed canners, 350 lbs. and up	@ 3 1/2	@ 4 1/2
Dressed cutler cows, 400 lbs. and up	@ 4 1/2	@ 5 1/2
Dr. bologna butts, 600 lbs. and up	5 @ 5 1/2	@ 6 1/2
Beef tripe	2 @ 2 1/2	@ 3
Pork tongues, canner trim, 5 F.	@ 6	@ 8

SAUSAGE CASINGS.

(F. O. B. CHICAGO)

(Prices quoted to manufacturers of sausage.)

Beef casings:		
Domestic rounds, 180 pack	22	@ 28
Domestic rounds, 140 pack	21	@ 27
Export rounds, wide	45	@ 55
Export rounds, medium	28	@ 35
Export rounds, narrow	23	@ 29
No. 1 weasands	13	@ 16
No. 2 weasands	10 1/2 @ 11 1/2	@ 13 1/2
No. 1 bungs	12 1/2 @ 14	@ 16 1/2
No. 2 bungs	10	@ 12
Middles, regular	10	@ 12
Middles, select wide, 2 @ 2 1/2 in. diameter	1.35	@ 1.65
Middles, select, extra wide, 2 1/2 in. and over	3.25	@ 4.00
Dried bladders:		
12-15 in. wide, flat	1.35	@ 1.65
10-12 in. wide, flat	.90	@ 1.10
8-10 in. wide, flat	.40	@ .50
6-8 in. wide, flat	.30 @ .35	@ .40

Hog casings:

Narrow, per 100 yds.	2.00	@ 2.50
Narrow, special, per 100 yds.	1.00	@ 1.25
Medium, regular	1.10	@ 1.35
Wide, per 100 yds.	.50	@ .60
Extra wide, per 100 yds.	.65	@ .80
Export bungs	.30	@ .40
Large prime bungs	.22	@ .28
Medium prime bungs	.10 @ .12	@ .15
Small prime bungs	.5 1/2 @ 6 1/2	@ 8
Middles, per set	.20	@ .25
Stomachs	.08	@ .10

SAUSAGE IN OIL.

Bologna style sausage in beef rounds—		
Small tins, 2 to crate	84.25	@ 100
Large tins, 1 to crate	8.00	@ 10
Frankfurt style sausage in sheep casings—		
Small tins, 2 to crate	5.25	@ 6.50
Large tins, 1 to crate	6.00	@ 7.50
Smoked link sausage in hog casings—		
Small tins, 2 to crate	4.50	@ 5.50
Large tins, 1 to crate	5.25	@ 6.50

DRY SALT MEATS.

Clear bellies, 18 @ 20 lbs.	@ 4 1/2	@ 5 1/2
Clear bellies, 14 @ 16 lbs.	@ 4 1/2	@ 5 1/2
Rib bellies, 20 @ 25 lbs.	@ 4 1/2	@ 5 1/2
Rib bellies, 25 @ 30 lbs.	@ 4 1/2	@ 5 1/2
Fat backs, 10 @ 12 lbs.	@ 4 1/2	@ 5 1/2
Fat backs, 14 @ 16 lbs.	@ 4 1/2	@ 5 1/2
Regular plates	@ 3 1/2	@ 4 1/2
Butts	@ 3 1/2	@ 4 1/2

WHOLESALE SMOKED MEATS.

Fancy reg. hams, 14 @ 16 lbs.	@ 12 1/2	@ 15 1/2
Fancy skd. hams, 14 @ 16 lbs.	@ 12 1/2	@ 15 1/2
Standard reg. hams, 14 @ 16 lbs.	@ 11 1/2	@ 14 1/2
Picnics, 4 @ 8 lbs.	@ 9 1/2	@ 11 1/2
Standard bacon, 5 @ 8 lbs.	@ 14 1/2	@ 17 1/2
No. 1 beef ham sets, smoked—		
Insides, 8 @ 12 lbs.	@ 20	@ 25
Outsides, 5 @ 9 lbs.	@ 21	@ 26
Knuckles, 5 @ 8 lbs.	@ 25	@ 30
Cooked hams, choice, skin on	@ 19	@ 24
Cooked hams, choice, skinless	@ 19	@ 24
Cooked picnics, skin on, fattened	@ 15	@ 19
Cooked picnics, skinned, fattened	@ 15 1/2	@ 19 1/2
Cooked loin roll, smoked	@ 26	@ 32

BARRELED PORK AND BEEF.

Mess pork, regular	@ 14.50	@ 18.00
Family back pork, 24 to 34 pieces	@ 15.00	@ 18.50
Family back pork, 35 to 45 pieces	@ 16.00	@ 20.00
Clear back pork, 40 to 50 pieces	@ 12.50	@ 16.00
Clear plate pork, 25 to 35 pieces	@ 10.50	@ 13.00
Briquet pork	@ 12.00	@ 15.00
Bean pork	@ 10.50	@ 13.00
Plate beef	@ 15.00	@ 18.00
Extra plate beef, 200 lb. bbls.	@ 17.00	@ 21.00

VINEGAR PICKLED PRODUCTS.

Regular tripe, 200-lb. bbl.	@ 12.00	@ 15.00
Honeycomb tripe, 200-lb. bbl.	@ 15.00	@ 18.00
Pocket honeycomb tripe, 200-lb. bbl.	@ 17.00	@ 21.00
Pork feet, 200-lb. bbl.	@ 14.00	@ 17.00
Pork tongues, 200-lb. bbl.	@ 35.00	@ 45.00
Lamb tongues, short cut, 200-lb. bbl.	@ 37.00	@ 47.00

OLEOMARGARINE.

White animal fat margarine in 1-lb. cartons, rolls or prints, f.o.b. Chicago	@ 11	@ 14
Nut, 1-lb. cartons, f.o.b. Chicago (30- and 60-lb. solid packed tubs, 10 per lb. less)	@ 8	@ 10
Pastry, 60-lb. tubs, f.o.b. Chicago	@ 10	@ 12

LARD.

Prime steam cash (Ed. Trade)	@ 5.32 1/2	@ 6.50
Prime steam, loose (Ed. Trade)	@ 4.75	@ 5.75
Refined lard, tierces, f.o.b. Chicago	@ 6 1/2	@ 8 1/2
Kettle rendered, tierces, f.o.b. Chicago	@ 7	@ 9
Leaf, kettle rendered, tierces, f.o.b. Chicago	@ 7 1/2	@ 9 1/2
Neutral, in tierces, f.o.b. Chicago	@ 7	@ 9
Compound, vegetable, tierces, c.a.f.	@ 6 1/2	@ 8 1/2

OLEO OIL AND STEARINE.

Extra oleo oil	@ 5 1/2	@ 6 1/2
Prime No. 1 oleo oil	@ 5	@ 6
Prime No. 2 oleo oil	@ 4 1/2	@ 5 1/2
Prime No. 3 oleo oil	@ 4	@ 5
Prime oleo stearine, edible	4 @ 4 1/2	@ 5 1/2

TALLOWES AND GREASES.

(In Tank Cars or Drums.)

Bible tallow, under 1% acid, 45 titr.	3 1/2 @ 3 3/4	@ 4 1/2
Prime packers' tallow	3 @ 3 1/2	@ 4 1/2
No. 1 tallow, 10% f.f.a.	2 1/2 @ 2 3/4	@ 3 1/2
No. 2 tallow, 40% f.f.a.	1 1/2 @ 2	@ 2 1/2
Choice white grease	3 @ 3 1/2	@ 4 1/2
A-White grease	2 1/2 @ 2 3/4	@ 3 1/2
B-White grease, max. 5% acid	@ 2 1/2	@ 3 1/2
Yellow grease, 10 @ 15%	@ 2 1/2	@ 3 1/2
Brown grease, 40% f.f.a.	1 1/2 @ 1 3/4	@ 2 1/2

VEGETABLE OILS.

Crude cottonseed oil in tanks, f.o.b. Valley points, prompt	@ 3 1/2	@ 4 1/2
White, deodorized, in bbls., f.o.b. Ohio	5 1/2 @ 5 3/4	@ 6 1/2
Yellow, deodorized	5 1/2 @ 5 3/4	@ 6 1/2
Soy stock, 50% f.f.a., f.o.b. Ohio	@ 2 1/2	@ 3 1/2
Corn oil, in tanks, f.o.b. mills	@ 3 1/2	@ 4 1/2
Soya bean oil, f.o.b. mills	2 1/2 @ 2 3/4	@ 3 1/2
Cocunut oil, seller's tanks, f.o.b. coast	3 @ 3 1/2	@ 4 1/2
Refined in bbls., f.o.b. Chicago	6 1/2 @ 6 3/4	@ 7 1/2

NEWS OF THE RETAILERS.

A meat department has been added to the store of Theo. Bucka, Reinbeck, Iowa.

The retail meat store of Andrew Huhman, Parkston, S. D., recently was damaged by fire.

Fire recently destroyed the meat market and grocery store of Melvin Olsen, Nome, N. D.

Fred LaSage has applied for a license to conduct a retail meat business at 938 Thirty-third ave., Northwest, Minneapolis, Minn.

Pioneer Meat Market, Howard Lake, Minn., has been purchased by Allen Akins.

A grocery department has been added to the Hub Cut-Rate Market, Kenosha, Wis.

Martin Price has opened a grocery and market at the corner of Eleventh and Jefferson sts., Waterloo, Ia.

A-One Food Market has opened its second store at 1246 West Washington ave., South Bend, Ind. A complete line of meats, groceries, fruits and vegetables will be handled.

Daniels Brothers will open a retail meat store in Huntington, Ind. The company also operates stores in Columbia City and Fort Wayne, Ind.

The Stop and Shop Market has opened for business in Burlington, Wis.

A grocery and meat market has been opened in Augusta, Wis., by Andrew Korn and sons.

Hartman Brothers have opened a meat department in the Sno White Grocery, Marshall, Minn.

J. R. Browning has applied for a license to conduct a retail meat business at 4322 East Lake st., Minneapolis, Minn.

A retail meat store is being opened in Pembina, N. D., by A. Woodward.

A. M. Gregory has engaged in the retail meat and grocery business at 2101 West Vleit st., Milwaukee, Wis.

Chris Nielsen has applied for a license to conduct a retail meat business at 1507 Lowry North, Minneapolis, Minn.

COMMODITY PRICES STABLE.

Wholesale food and other commodity prices for the week ending October 22 index at 64.4, the same as for the week ending Oct. 15, showing no change has taken place in the general average of all commodities according to the U. S. Bureau of Labor. Index numbers are derived from price quotations of 784 commodities, weighted according to importance of each commodity and based on average prices for the year 1926 as 100.0. Index numbers of groups of all commodities for the weeks ending Oct. 15 and 22 are:

(1926=100.0)

	Oct. 15, 1932.	Oct. 22, 1932.
All commodities	64.4	64.4
Farm products	47.4	47.0
Foods	60.7	60.8
Hides and leather products	72.5	72.8
Textile products	54.9	54.7
Fuel and lighting	71.3	71.9
Metals and metal products	80.1	80.3
Building materials	70.5	70.5
Chemicals and drugs	72.7	72.7
Housefurnishing goods	72.4	72.5
Miscellaneous	63.9	63.9

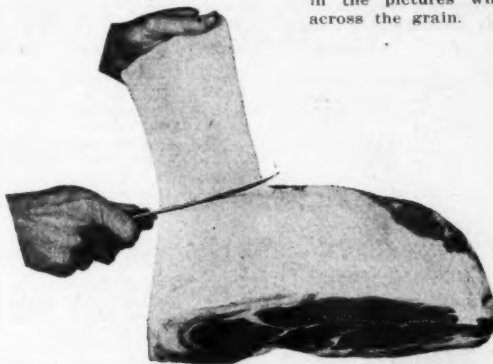
More Cuts from Fresh Skinned Shoulder

The pork shoulder is a tender, well-flavored piece of meat. Two ways are suggested for using the fresh skinned shoulder (hock off), which provide satisfactory steaks and easily carved roasts. The first of these, Shoulder Pork Steaks, is illustrated here.



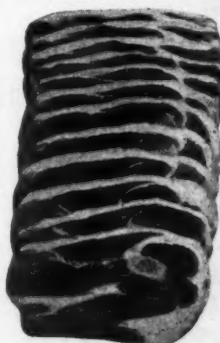
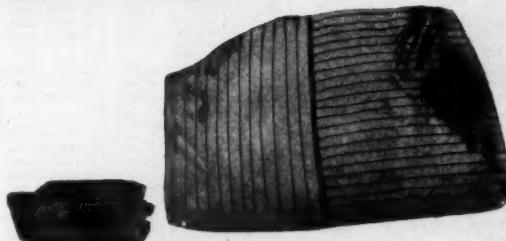
SHOULDER PORK STEAKS.

To be most tender and satisfactory steaks and roasts are cut across the grain of the meat. Steaks cut across the arm bone and across the blade of the pork shoulder, as illustrated in the pictures which follow, are cut across the grain.



1. Remove the skin, or collar, from the shoulder.

2. Cut the shoulder in this manner to obtain steaks which have been cut across the grain.



ARM BONE.



BLADE BONE.

3. Arm bone and blade bone shoulder pork steaks.

Another method will be shown next week.

New York Section

AMONG RETAIL MEAT DEALERS.

In the absence of president Lester M. Kirschbaum, George Kramer presided at the open forum meeting of Ye Olde New York branch held November 15, at which time many of the members presented for general discussion matters of importance and interest to all. The guest speakers for the evening were L. F. Champlin and Lester Kilpatrick of the poultry division of the U. S. Bureau of Agricultural Economics, who talked on the turkey situation. Long-term leases were also discussed by W. P. Schwartz, attorney, who emphasized the desirability of careful consideration before signing leases. William Steuven of Freeport, L. I., was awarded the first prize, an electric clock, for his essay submitted in the recent contest.

Annual clinic of South Brooklyn Branch was held Tuesday of this week.

There was a blackboard demonstration by State Secretary David Van Gelder. Max Strahl, chairman of South Brooklyn Ball Committee, gave a report on the work and plans being accomplished for this event. William Steuven, an active member, winner of this year's essay, was called on for a few remarks. David Van Gelder and Joseph Rossman spoke on cooperative buying, and a drive is now under way among the members on this. President Harry Kamps presided.

A special meeting of Eastern District Branch was held Wednesday of last week and the regular meeting Tuesday this week. Both meetings were given over almost entirely to a discussion of the turkey situation. Plans were formulated whereby the members would participate in the cooperative buying plan. Four new members—Frank and Fred Meschnon, Frank Diessner and Frank

Eiker—were added to the roster. Membership drive is progressing to the satisfaction of the members. State Secretary David Van Gelder spoke at the special meeting.

The mass meeting of Brooklyn Branch on Thursday of last week proved to be a sort of family reunion, as many old members were present. President Anton Hehn presided and introduced the various speakers. These included National Chairman George Kramer, Joseph Rossman of South Brooklyn Branch, Attorney Aaron Kaufman, State Secretary David Van Gelder, Albert Rosen of Brooklyn Branch, and Frank Miller of Pleesz-ing Company.

A business meeting of Ladies' Auxiliary was held at the McAlpin Hotel Thursday of last week. President Mrs. A. Werner, jr., presided. Plans for the Christmas work was arranged, and a number of committees were appointed. Mrs. Werner stated final arrangements for the bunco and card party November 17 had been completed and indications were for a record attendance.

More than 200 attended the meeting of Federated Food Markets at the Hotel Astor last Sunday morning. This organization will attend to the cooperative advertising and arrange the cooperative buying. A number of the local branches have taken the matter under advisement.

BRANDED BEEF IN CANADA.

Branded beef sales in Canada during September, 1932, totaled 1,895,696 lbs., compared with 1,336,617 lbs. in the same month a year earlier. For the nine months of 1932 the amount branded totaled 16,179,999 lbs., compared with 13,908,788 lbs. in the 1931 period. Of that branded during September, 1932, 627,298 lbs. carried the red or first brand, while 1,268,398 lbs. carried the blue or second brand.

CANADIAN MEAT IMPORTS.

Meat imports into Canada during September, 1932, with comparisons:

	Sept. 1932.	Sept. 1931.
Beef	26,138	8,961
Bacon and ham	1,231	2,461
Pork	206,047	508,538
Mutton and lamb	1,474	1,773
Lard	10,450	1,474
Lard compound	1,365	1,060

Imports from the United States:

	1932.	1931.
Beef	5,800	8,232
Bacon and ham	1,231	2,461
Pork	299,047	508,538
Mutton and lamb	864	1,060
Lard	10,450	1,474
Lard compound	1,365	1,060

ARGENTINE MEATS AND TALLOW.

Exports of meat and tallow from the Argentine during the first nine months of 1932, compared with the same period of 1931, are reported to the U. S. Department of Commerce as follows:

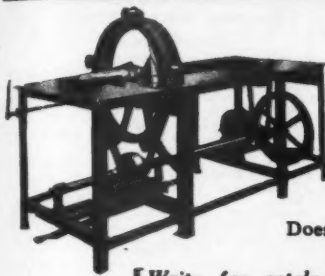
	1932.	Jan. to Sept. 1931.
Chilled beef	280,184	261,477
Frozen beef	27,174	64,664
Frozen mutton	51,810	62,500
Frozen pork	4,495	2,300
Preserved meat	31,173	30,000
Extracts	9,683	4,811
Tallow, lard	45,488	43,600

WHOLESALE DRESSED MEAT PRICES.

Wholesale prices of Western dressed meats quoted by the U. S. Bureau of Agricultural Economics at Chicago and Eastern markets on Nov. 17, 1932:

	CHICAGO.	BOSTON.	NEW YORK.	PHILA.
Fresh Beef:				
YEARLINGS (1) (300-550 LBS.):				
Choice	\$12.00@14.00		\$12.00@13.50	
Good	9.50@12.00		10.00@12.50	
Medium	8.00@ 9.50		8.00@10.00	
STEERS (550-700 LBS.):				
Choice	12.00@13.50		12.00@13.50	12.50@14.00
Good	9.50@12.00		9.50@12.00	10.50@12.50
STEERS (700 LBS. UP):				
Choice	12.00@13.50	12.00@13.00	12.00@13.50	12.50@13.50
Good	10.00@12.00	10.00@11.50	10.00@12.00	10.00@12.50
STEERS (500 LBS. UP):				
Medium	8.50@ 9.50	8.50@ 9.50	8.00@10.00	8.50@10.00
Common	7.50@ 8.50	7.50@ 8.00	7.00@ 8.00	7.50@ 8.50
COWS:				
Good	6.50@ 7.50	7.50@ 8.00	7.50@ 8.00	8.00@ 8.50
Medium	6.00@ 6.50	6.50@ 7.50	6.50@ 7.50	7.00@ 8.00
Common	5.50@ 6.00	5.50@ 6.50	5.50@ 6.50	6.00@ 7.00
Fresh Veal and Calf Carcasses:				
VEAL (2):				
Choice	8.00@10.00	11.00@12.00	8.00@11.00	10.00@11.00
Good	7.00@ 8.00	9.00@10.00	7.00@ 9.00	9.00@10.00
Medium	6.00@ 7.00	8.00@ 7.50	6.00@ 7.50	8.00@ 9.00
Common	5.00@ 6.00	5.00@ 6.00	5.00@ 6.00	7.00@ 8.00
CALF (2) (3):				
Good	6.50@ 7.00	7.00@ 8.00	6.50@ 7.50	
Medium	6.00@ 6.50	6.00@ 7.00	5.50@ 6.50	
Common	5.50@ 6.00	5.00@ 6.00	5.00@ 5.50	
Fresh Lamb and Mutton:				
LAMB (38 LBS. DOWN):				
Choice	12.00@13.00	12.00@13.00	13.00@14.00	13.00@14.00
Good	11.50@12.50	11.50@12.00	12.50@13.00	12.50@13.50
Medium	10.50@11.50	10.00@10.50	11.50@12.50	11.00@12.00
Common	9.50@10.50	9.00@10.00	10.00@11.00	
LAMB (39-45 LBS.):				
Choice	12.00@13.00	12.00@13.00	13.00@13.50	13.00@14.00
Good	11.50@12.50	11.50@12.00	12.00@13.00	12.50@13.50
Medium	10.50@11.50	10.00@10.50	11.00@12.00	11.00@12.50
Common	9.50@10.50	9.00@10.00	10.00@11.00	
LAMB (46-55 LBS.):				
Choice	11.00@11.50	11.00@11.50	11.50@12.00	11.50@12.50
Good	10.00@11.00	10.00@11.00	10.50@11.50	10.50@11.50
MUTTON (EWE) 70 LBS. DOWN:				
Good	4.50@ 5.50	5.00@ 6.00	5.00@ 6.50	6.50@ 7.00
Medium	3.50@ 4.50	4.50@ 5.50	4.50@ 5.50	6.00@ 6.50
Common	2.50@ 3.50	3.50@ 5.00	3.00@ 4.50	5.00@ 6.00
Fresh Pork Cuts:				
LOINS:				
8-10 lbs. av.	9.00@10.50	12.00@13.00	11.00@13.00	11.00@13.00
10-12 lbs. av.	9.00@10.00	12.00@13.00	11.00@12.50	11.00@13.00
12-15 lbs. av.	8.50@ 9.50	11.50@12.00	10.00@11.50	11.00@12.50
16-22 lbs. av.	7.50@ 8.50	10.50@11.00	9.00@10.50	10.00@11.50
SHOULDERS, N. Y. STYLE, SKINNED:				
8-12 lbs. av.	6.50@ 7.00		7.00@ 8.50	7.00@ 8.50
PICNICS:				
6-8 lbs. av.		7.00@ 7.50		6.00@ 7.00
BUTTS, BOSTON STYLE:				
4-8 lbs. av.	7.50@ 9.50		8.50@10.00	8.50@10.00
SPARE RIBS:				
Half sheets	7.50@ 9.00			
TRIMMINGS:				
Regular	5.00@ 5.50			
Lean	6.00@ 7.00			

(1) Includes heifer yearlings 450 lbs. down at Chicago. (2) Includes "skins on" at New York and Chicago. (3) Includes sides at Boston and Philadelphia.



Loin Roll Wrapping Machine

Indispensable

For winding twine around Pork Loins

Does the work faster, better and more uniform.

[Write for catalog of our complete line of machinery]

Manufactured solely by

Berg-Michel Machinery & Supply Company
824 W. 36th St. Chicago, Ill.



REPEAT SALES!

guaranteed with Samson Sinew Extractors

This scientific invention removes sinews from turkeys, chicken and other fowl. Increases sales because of increased consumer satisfaction. Simple, clean, fast. No yanking, bruising or pulling of meat.

10,000 satisfied users

Orders shipped now building sales with this C. O. D. on money back guarantee of satisfaction. Pin this ad to your letter-head. Write today! Check the size you wish us to ship

Junior Size (birds up to 10 lbs.).....\$5.00
Senior Size (any size bird).....\$7.50

S. G. MATHEWSON
141 Milk Street Boston, Massachusetts

NEW YORK NEWS NOTES.

A. T. Brott, beef department, Swift & Company, Chicago, spent the past week in New York.

Trunz Pork Stores, Inc., Brooklyn, paid a regular quarterly dividend on November 10 and report that business is improving.

Edward Seh, sales department, Wilson & Co., New York, attended the convention and spent part of the past week at the Chicago office.

President Samuel Slotkin, Hygrade Food Products Corporation, visited Chicago during the past week and attended the convention.

Vice president W. J. Cawley, Wilson & Co., Chicago, and Mrs. Cawley returned on the s.s. Europa on November 17 after having been abroad for several weeks.

At the close of the convention in Chicago president Henry L. Batterman and treasurer H. R. Bullock of Adolf Gobel, Inc., continued on to Mason City, Iowa, to spend a few days at the plant of Jacob E. Decker & Sons.

After attending the convention president George A. Schmidt, Stahl-Meyer, Inc., left Chicago for Michigan on a deer hunting trip, while vice president and treasurer Louis Meyer included a business trip to St. Louis, Mo., before returning to his activities in New York.

Meat, fish and poultry seized and destroyed by the health department of

the city of New York during the week ended November 12, 1932, were as follows: Meat—Brooklyn, 118 lbs.; Manhattan, 710 lbs.; Bronx, 1,120 lbs.; Queens, 80 lbs.; total, 2,028 lbs. Fish—Bronx, 1,935 lbs. Poultry—Manhattan, 10 lbs.

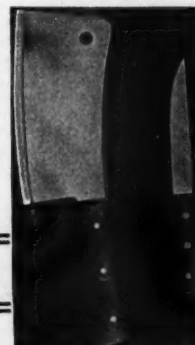
MALAY DUTY ON CANNED MEATS.

Canned meats are removed from the free list of the Federated Malay States, effective October 14, and are now dutiable at 20 per cent ad valorem. Under the British preferential tariff this product is dutiable at 5 per cent ad valorem.

All This for \$5.00

- 1—6" Boning Knife, Best Quality Steel
- 1—9" Solid Steel Market Cleaver, German Pattern, 2 lb. 10 oz.
- 1—10" Roast Beef Tier, with eye
- 1—15" Steak Knife, Straight or Climeter Type (state which)
- 1—14" Butcher Steel, Genuine "Dick" Magnetized

Unheard of value! Complete set of all five tools sent anywhere in U. S. for \$5.00. C.O.D. Check or Cash Fully guaranteed! Write today.



A.C. Wicke Mfg. Co.
414 East 102nd St.
New York, N. Y.

COMPLETE

C. O. D. — Cash

SET, \$5.00

or Check

United Dressed Beef Company

J. J. Harrington & Company

CITY DRESSED BEEF, LAMB AND VEAL, POULTRY

Packer Hides, Calf Skins, Oleo Oils, Stearine, Cracklings, Stock Food, Tallows, Horns and Cattle Switches, Pulled Wool and Pickled Skins

43RD and 44TH STREETS
FIRST AVE. and EAST RIVER

NEW YORK CITY

Telephone Murray Hill 2300

NEW YORK MARKET PRICES

LIVE CATTLE

Steers, medium	\$ 6.00@ 6.45
Cows, common to medium	2.50@ 4.00
Bulls, common to medium	2.25@ 3.50

LIVE CALVES

Vealers, good to choice	\$ 6.50@ 7.50
Vealers, medium	4.50@ 6.00

LIVE LAMBS

Lambs, good to choice	\$ 6.50@ 6.75
Lambs, medium	5.50@ 6.25

LIVE HOGS

Hogs, 160-220 lbs.	\$ 4.00@ 4.25
Hogs, 230-260 lbs.	3.30@ 3.50

DRESSED HOGS

Hogs, 90-140 lbs., good to choice	\$ 6.00@ 6.25
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DRESSED BEEF

CITY DRESSED

Choice, native, heavy	15 @16
Choice, native, light	15 @16
Native, common to fair	13 @14

WESTERN DRESSED BEEF

Native steers, 600@800 lbs.	14 @15
Native choice yearlings, 440@600 lbs.	14 @15
Good to choice heifers	13 @14
Good to choice cows	11 @12
Common to fair cows	8 @9
Fresh bologna bulls	6 @7

BEEF CUTS

	Western	City
No. 1 ribs	20 @22	21 @24
No. 2 ribs	18 @20	19 @21
No. 3 ribs	15 @16	15 @18
No. 1 loins	24 @30	28 @30
No. 2 loins	22 @24	24 @26
No. 3 loins	18 @20	20 @22
No. 1 hinds and ribs	15 @17	14 @16
No. 2 hinds and ribs	14 @15	13 @15
No. 3 hinds and ribs	11 @13	11 @13
No. 1 rounds	12 @13	12 @13
No. 2 rounds	11 @12	11 @12
No. 3 rounds	10 @11	10 @11
No. 1 chuck	13 @14	13 @14
No. 2 chuck	11 @12	12 @13
No. 3 chuck	10 @11	11 @12
Bolognas	0 1/4 @ 7 1/2	7 @ 7 1/2
Rolls, reg.	4 @6 lbs. avg.	22 @23
Rolls, reg.	4 @6 lbs. avg.	17 @18
Tenderloins	4 @6 lbs. avg.	50 @60
Tenderloins	5 @6 lbs. avg.	50 @60
Shoulder clods		11 @12

DRESSED VEAL

Good	12 @13
Medium	11 @12
Common	8 @11

DRESSED SHEEP AND LAMBS

Lambs, choice	13 1/2 @14 1/2
Lambs, medium	12 1/2 @13 1/2
Sheep, good	5 @6
Sheep, medium	5 @6

FRESH PORK CUTS

Pork loins, fresh, Western, 10@12 lbs.	13 @13 1/2
Pork tenderloins, fresh	9 @9
Pork tenderloins, frozen	20 @22
Shoulders, Western, 10@12 lbs. avg.	8 @9
Butts, boneless, Western	11 @12
Butts, regular, Western	8 @9
Hams, Western, fresh, 10@12 lbs. avg.	9 @10
Picnic hams, Western, fresh, 6@8 lbs. avg.	8 @9
Pork trimmings, extra lean	9 @10
Pork trimmings, regular, 50% lean	6 @7
Spareribs, fresh	7 @8

SMOKED MEATS

Hams, 8@10 lbs. avg.	13 @14
Hams, 10@12 lbs. avg.	12 @13 1/2
Hams, 12@14 lbs. avg.	11 1/2 @13 1/2
Picnics, 4@6 lbs. avg.	9 @10
Picnics, 6@8 lbs. avg.	8 1/2 @9 1/2
Boilettes, 8@10 lbs. avg.	22 @23
Beef tongue, light	22 @23
Beef tongue, heavy	23 @25
Bacon, boneless, Western	13 @14
Bacon, boneless, city	12 @13
City pickled bellies, 8@10 lbs. avg.	9 @10

FANCY MEATS

Fresh steer tongues, untrimmed	15c a pound
Fresh steer tongues, 1 c. trim'd	30c a pound
Sweetbreads, beef	25c a pound
Sweetbreads, veal	90c a pair
Beef kidneys	10c a pound
Mutton kidneys	10c each
Livers, beef	25c a pound
Oxtails	15c a pound
Beef hanging tenders	24c a pound
Lamb fries	10c a pair

BUTCHERS' FAT

Shop fat	@ .25 per cwt.
Edible suet	@ .50 per cwt.
Cond. suet	@ .75 per cwt.

GREEN CALFSKINS

	5-9	10-12	13-14	14-18	18 up
Prime No. 1 veals	.5	.65	.70	.75	1.00
Prime No. 2 veals	.4	.50	.55	.60	.75
Buttermilk No. 1	3	.40	.45	.50	
Buttermilk No. 2	2	.30	.35	.40	
Branded Gruby	1	.15	.20	.25	.30
Number 3	1	.10	.20	.25	.30

BUTTER

Creamery, extras (92 score)	@22
Creamery, firsts (91 score)	@21 1/2
Creamery, firsts (88 score)	@20

EGGS

(Mixed Colors.)

Special packs, including unusual henery selections	.34 @40
Standards	.32 @33 1/2
Rehanded receipts	.29 @31
Checks	@22

LIVE POULTRY

Fowls, colored, fancy, via express	@19
Chickens, Rocks, fancy, via express	@17
Chickens, Leghorns	@15

DRESSED POULTRY

FRESH KILLED

Fowls—fresh—dry packed—12 to box—fair to good:	
Western, 60 to 65 lbs. to dozen, lb.	14 @17
Western, 48 to 54 lbs. to dozen, lb.	13 @16
Western, 43 to 47 lbs. to dozen, lb.	12 @15
Western, 36 to 42 lbs. to dozen, lb.	11 @15
Western, 31 to 35 lbs. to dozen, lb.	11 @15
Fowls—fresh—dry pkd.—12 to box—prime to fecy:	
Western, 60 to 65 lbs. to dozen, lb.	18 @19
Western, 48 to 54 lbs. to dozen, lb.	17 @18
Western, 43 to 47 lbs. to dozen, lb.	16 @17
Western, 36 to 42 lbs. to dozen, lb.	16 @16
Western, 31 to 35 lbs. to dozen, lb.	16 @16

Ducks—	
Long Island, No. 1	15 @16
Squabs—	
White, ungraded, per lb.	25 @35
Turkeys, frozen—dry pkd.:	
Young toms	18 @24
Young hens	20 @24
Fowls, frozen—dry pkd.—12 to box—prime to fecy:	
Western, 60 to 65 lbs. per lb.	18 @19
Western, 48 to 54 lbs. per lb.	17 @18
Western, 43 to 47 lbs. per lb.	16 @17

BUTTER AT FOUR MARKETS

Wholesale prices of 92 score butter at Chicago, New York, Boston and Philadelphia, week ended Nov. 12, 1932:

	Nov. 4	5	7	8	9	10
Chicago	19 1/2	20 1/2	20 1/2	Holiday	20 1/2	20 1/2
New York	21 1/2	21 1/2	21 1/2	Holiday	21 1/2	22
Boston	22	22	22	Holiday	22	23
Phila.	22 1/2	22 1/2	22 1/2	Holiday	22 1/2	23

Wholesale prices carlots—fresh centralized butter—90 score at Chicago:

	19 1/2	19 1/2	19 1/2	19 1/2	20 1/2	20 1/2
Receipts of butter by cities (tubs):						
This week	18,880	18,640	22,851	2,684,106	2,892,861	
Last week	36,418	34,962	41,028	3,413,912	3,268,900	
Nov. 1932	12,462	10,775	8,225	1,036,651	963,378	
Nov. 1931	16,290	10,179	10,738	1,066,497	1,047,908	
Total	84,050	73,602	82,940	8,221,106	8,143,256	

Cold storage movement (lbs.):

	In	Out	On hand	Same
Nov. 9	75,600	230,650	15,722,087	11,187,720
Nov. 10	71,140	236,428	6,583,707	4,016,753
Nov. 11	23,800	83,645	3,583,900	3,220,596
Nov. 12		27,129	1,614,765	924,087
Total	170,540	577,652	27,504,452	19,340,126

FERTILIZER MATERIALS.
BASIS NEW YORK DELIVERY.

Ammoniates.

Ammonium sulphate, bulk, per ton basis ex vessel Atlanta ports	\$21.00@21.50
Ammonium sulphate, double bags, per 100 lb. f.a.s. New York	@ nom.
Blood, dried, 15-16% per unit	@ 1.50
Fish scrap, dried, 11% ammonia, 10% B. P. L. fish factory	1.75 & 10c
Fish guano, foreign, 13@14% ammonia, 10% B. P. L.	2.25 & 10c
Fish scrap, acidulated, 6% ammonia, 5% A. F. A. Del'd. Bait & Norfolk	1.75 & 50c
Soda Nitrate, per net ton	@23.40
in 200-lb. bags	@24.70
in 100-lb. bags	@25.40
Tankage, ground, 10% ammonia, 15% B. P. L. bulk	1.40 & 10c
Tankage, unground, 9@10% ammonia	1.20 & 10c

Phosphates.

Foreign bone meal, steamed, 3 and 50 bags, per ton, c.i.f.	@19.50
Bone meal, raw, India, 4 1/2 and 50 bags, per ton, c.i.f.	@22.00
Acid phosphate, bulk, f.o.b. Baltimore, per ton, 16% fat	@ 7.50

Potash.

Manure salt, 30% bulk, per ton	@19.15
Kalnit, 14% bulk, per ton	@ 9.70
Muriate in bags, per ton	@27.15
Sulphate in bags, per ton	@47.50
Potash Salts are less 2% Discount.	

Dry Rendered Tankage.

50% unground	@ 2 1/2
60% unground	@ 40

BONES, HOOFS AND HORNS.

Round shin bones, avg. 48 to 50 lbs., per 100 pieces	75.00@85.00
Flat shin bones, avg. 40 to 45 lbs., per 100 pieces	@ 60.00
Black or striped hoofs, per ton	45.00@55.00
White hoofs, per ton	@ 55.00
Thigh bones, avg. 55 to 60 lbs., per 100 pieces	@ 70.00
Horns, according to grade	75.00@200.00

NEW YORK MEAT SUPPLIES.

Receipts of Western dressed meats and local slaughters under federal inspection at New York for week ended Nov. 12, 1932, with comparisons:

	Week ended Nov. 12, 1932	Prev. week.	Cor. week, 1931.
West. drsd. meats:			
Steers, carcasses	6,069	8,063	7,961
Cows, carcasses	924	910	881
Bulls, carcasses	132	244	144
Veals, carcasses	12,667	12,467	8,396
Lambs, carcasses	27,777	32,401	29,972
Mutton, carcasses	1,594	1,911	1,139
Beef cuts, lbs.	407,451	452,988	335,371
Pork cuts, lbs.	1,858,329	2,553,189	2,319,586
Local slaughters:			
Cattle	8,090	8,140	9,202
Calves	12,483	12,938	13,312
Hogs	54,884	57,707	62,914
Sheep	73,758	71,522	84,391

PHILADELPHIA MEAT SUPPLIES.

Receipts of Western dressed meats and local slaughters under city and federal inspection at Philadelphia for the week ended Nov. 12, 1932:

	Week ended Nov. 12, 1932	Prev. week.	Cor. week, 1931.
West. drsd. meats:			
Steers, carcasses	2,100	2,145	2,267
Cows, carcasses	857	884	1,066
Bulls, carcasses	307	249	354
Veals, carcasses	1,550	1,516	1,498
Lambs, carcasses	11,854	14,998	15,581
Mutton, carcasses	1,024	939	773
Pork, lbs.	338,437	577,350	610,871
Local slaughters:			
Cattle	1,633	1,695	1,590
Calves	2,639	2,678	2,735
Hogs	17,764	20,127	17,880
Sheep	8,536	8,674	9,571

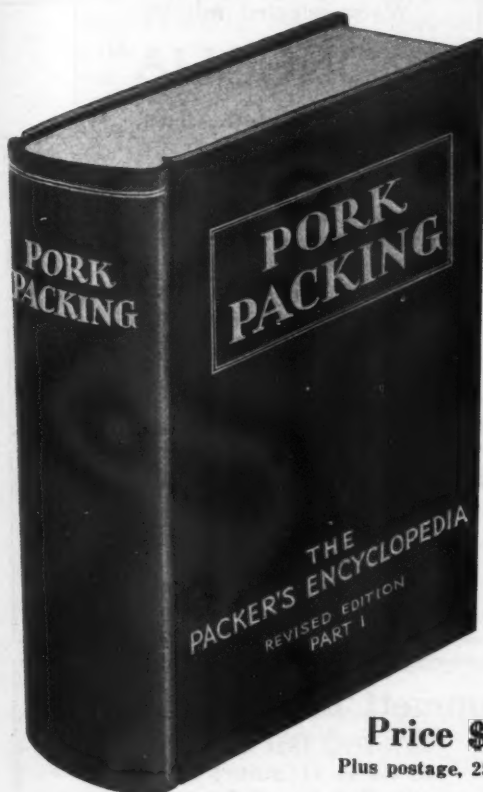
BOSTON MEAT SUPPLIES.

Receipts of Western dressed meats at Boston, week ended Nov. 12, 1932, with comparisons:

	Week ended Nov. 12, 1932	Prev. week.	Cor. week, 1931.
West. drsd. meats:			
Steers, carcasses	2,063	2,452	2,335
Calves, carcasses	2,245	2,467	2,906
Bulls, carcasses	22	12	2
Veals, carcasses	1,263	1,453	1,227
Lambs, carcasses	19,576	20,984	23,000
Mutton, carcasses	1,063	464	299
Pork, lbs.	404,575	401,100	512,641

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- | | |
|--------------------------------------|---------------------------------|
| I—Hog Buying | XI—Curing Pork Meats |
| II—Hog Killing | XII—Soaking and Smoking Meats |
| III—Handling Fancy Meats | XIII—Packing Fancy Meats |
| IV—Chilling and Refrigeration | XIV—Sausage and Cooked Meats |
| V—Pork Cutting | XV—Rendering Inedible Products |
| VI—Pork Trimming | XVI—Labor and Cost Distribution |
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W-122,

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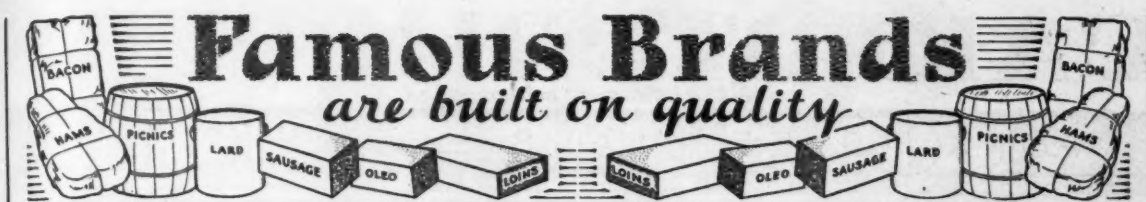
Acme Steel Co.....	25	Gentry, C. B. Chili Powder Co.....	16	Oppenheimer Casing Co.....	182
Adler Company, The.....	6, 7	Gray Co., P. G.....	77	Oppenheimer & Co., S.....	182
Albany Packing Co., Inc.....	186	Graybill & Stephenson.....	168		
Allbright-Nell Co., The.....	3rd Cover	Griffith Laboratories.....	23		
American Can Co.....	37	Hackney Brothers Body Co.....	28	Packers Commission Co.....	172
American Cooperage Co.....	162	Halsted & Co., E. S.....	182	Patent Casing Co.....	80
Anchor Cap & Closure Corp.....	12	Ham Boller Corporation.....	27	Paterson Parchment Paper Co.....	13
Arbogast & Bastian Co.....	173	Hammett & Matanle, Ltd.....	182	Peters Machinery Co.....	14
Armour and Company.....	82	Hammond Co., The G. H.....	164	Pittsburgh Provision & Packing Co.....	187
Armstrong Cork & Insulation Co.....	29	Hanley Co., Inc.....	19	Progressive Packing Co.....	75, 185
Atlantic Service Co. Inc.....	50	Heineman-Haman, Inc.....	173		
Automatic Linker, Inc.....	69	Henschien, H. Peter.....	159		
		Hoffman Co., J. S.....	42		
		Hollenbach, Chas., Inc.....	75	Rath Packing Co., The.....	78, 188
		Hormel & Co., Geo. A.....	58, 187	Republic Steel Corp.....	57
		Hubbard, J. W. Co.....	46	Rhineland Paper Co.....	34
		Hunter Packing Co.....	71, 188	Roberts & Oake, Inc.....	68
		Hygrade Food Products Corp.....	187	Rogers, F. C.....	77, 172
Bemis Bro. Bag Co.....	22	Independent Casing Co.....	79, 182	Sander Mfg. Co.....	56
Benstead, Bryans & Co.....	76	International Harvester Co.....	26	Sayer & Co., Inc.....	182
Berg-Michel Machinery & Supply Co.....	179			Schluderberg, Wm.-T. J. Kurdle Co.....	186
Bliss-Latham Corp.....	39			Smith Paper Co., H. P.....	81
Bohack, H. C. Co., Inc.....	70			Smith's Sons Co., John E.....	2nd Cover
Bott Bros. Mfg. Co.....	162	Jackle, Geo. H.....	173	Sparks, H. L. & Co.....	188
Brand, M. & Sons, Inc.....	55	Jamison Cold Storage Door Co.....	31	Specialty Manufacturers Sales Co.....	45
Brecht Corporation, The.....	182	Johns-Manville Corp.....	49	Squire & Co., John P.....	184
Brennan Co., The P.....	188	Jordan, R. E. & Co., Inc.....	32	Stahl-Meyer, Inc.....	71
		Jourdan Process Cooker Co.....	24	Standard Pressed Steel Co.....	183
				Stange Co., Wm. J.....	182
Cahn, Fred C.....	6, 7			Stedman's Foundry & Machine Works	40
Callahan & Co., A. P.....	63, 174	Kahn's Sons Co., E.....	50, 188	Stevenson Cold Storage Door Co.....	31
Cincinnati Butchers' Supply Corp.....	4, 5	Kalamazoo Vegetable Parchment Co.....	17	Stewart-Kingscott Co.....	173
Columbus Packing Co.....	65	Keebler Engineering Co.....	18	Superior Packing Co.....	73
Consolidated Dressed Beef Co.....	188	Kennett-Murray.....	76, 169	Swift & Company.....	4th Cover
Continental Can Co.....	21	Kingan & Co.....	72, 185		
Cork Insulation Co., Inc.....	159	Krey Packing Co.....	72, 188		
Cudahy Bros. Co.....	43				
Cudahy Packing Co., Inc.....	61, 182				
		Legg Packing Co., A. C.....	33	Theurer-Norton Provision Co.....	71, 185
Danahy Packing Co.....	187	Levi & Co., Berth.....	79	Thomas-Albright Co.....	40
Daniels Mfg. Co.....	Opposite 34	Link-Belt Co.....	38	Thomson & Taylor Co.....	42
Decker & Sons, Jacob E.....	70	Livezey, John R.....	159	Tovrea Packing Co.....	68
Denholm Packing Co.....	74	Lohman, W. J., Inc.....	48	Trunz Pork Stores, Inc.....	74
Diamond Crystal Salt Co.....	20				
Dold Packing Co., Jacob.....	54, 188				
Drehmann Paving & Cons. Co.....	15	McDonald, Bruce.....	183	United Cork Companies.....	67
Dry Zero Corp.....	51	McMurray, L. H.....	168	United Dressed Beef Co.....	179
Dunlevy-Franklin Co.....	64	Marland Casing Co.....	182	United Steel & Wire Co.....	46
Dunning & Boschert Press Co.....	162	Mather Stock Car Co.....	52		
Du Pont Cellophane Co.....	8, 9	Mathewson, S. G.....	179	Vacuum Ovens, Inc.....	34
Durr Packing Co., C. A.....	60, 185	Mayer & Sons, H. J.....	10, 11	Van Loan & Co.....	80
		Mayer & Co., Oscar.....	54	Vilter Mfg. Co.....	80
		Menges, Mange, Inc.....	173	Visking Corp.....	3
		Meyer Packing Co., H. H.....	58, 184	Vogt & Sons, Inc., F. G.....	186
		Miller & Hart.....	65		
Everhot Mfg. Co.....	56	Mitchell & Smith, Inc.....	52		
		Mitts & Merrill.....	162	Wepsco Steel Products Co.....	182
		Mongolia Importing Co., Inc.....	182	Weston's Trucking & For. Co.....	44
		Mono Service Co.....	44	Wicke Mfg. Co., A. C.....	179
Felin & Co., John J.....	60, 187	Morrell & Co., John.....	59, 185	Wilmington Provision Co.....	173
Fischer Packing Co., Henry.....	66	Mutual Sausage Co.....	173	Wilson & Co.....	53
Frankford Process Lab. Inc.....	62			Worcester Salt Co.....	44
French Oil Mill Mch. Co.....	41			Wynantskill Mfg. Co.....	47
Frick Co., Inc.....	48				
Fried & Reinman Packing Co.....	62	New York Produce Exchange.....	165		
		Nuckolls Packing Co.....	68	Zoller, The William, Co.....	73



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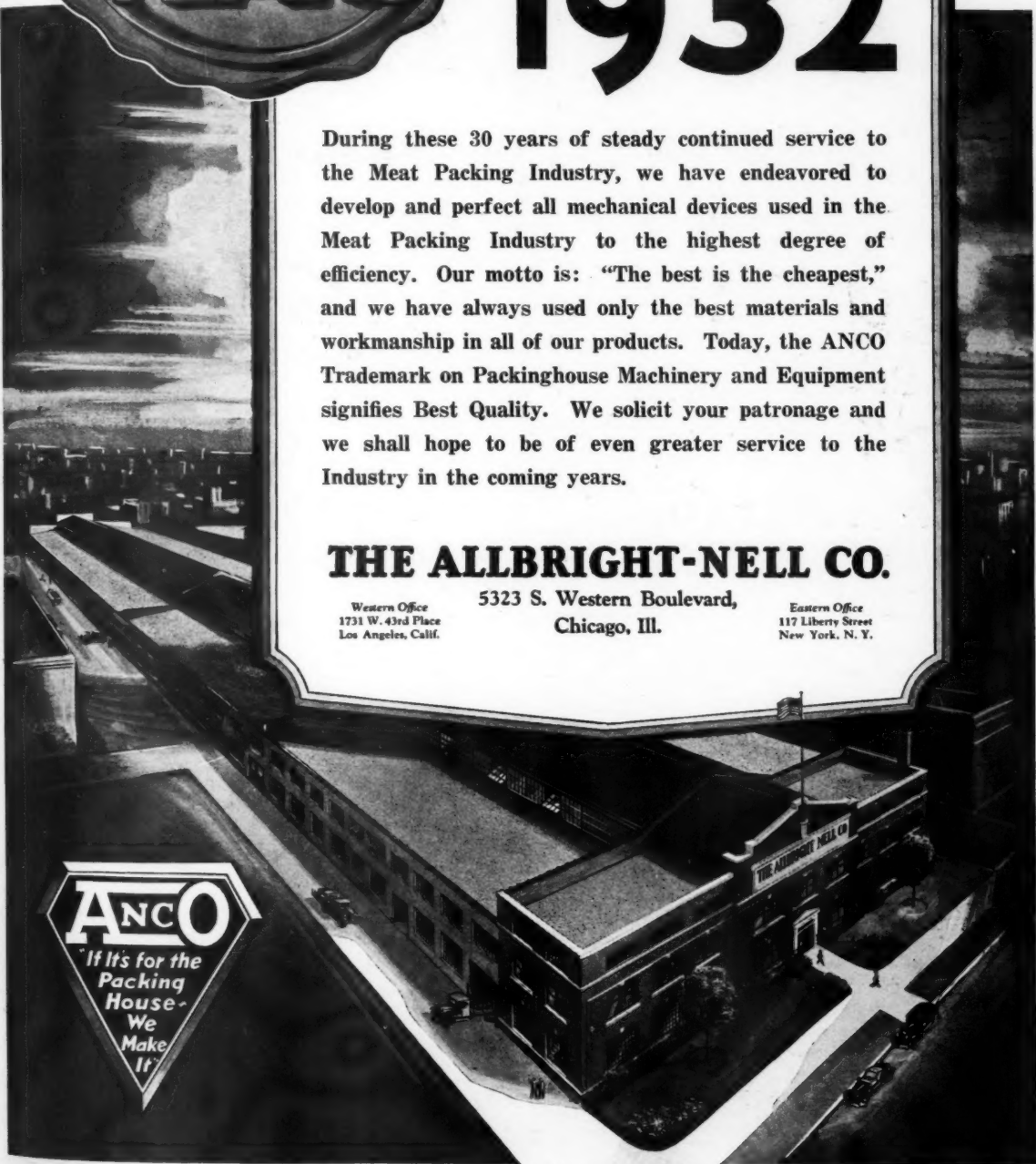
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